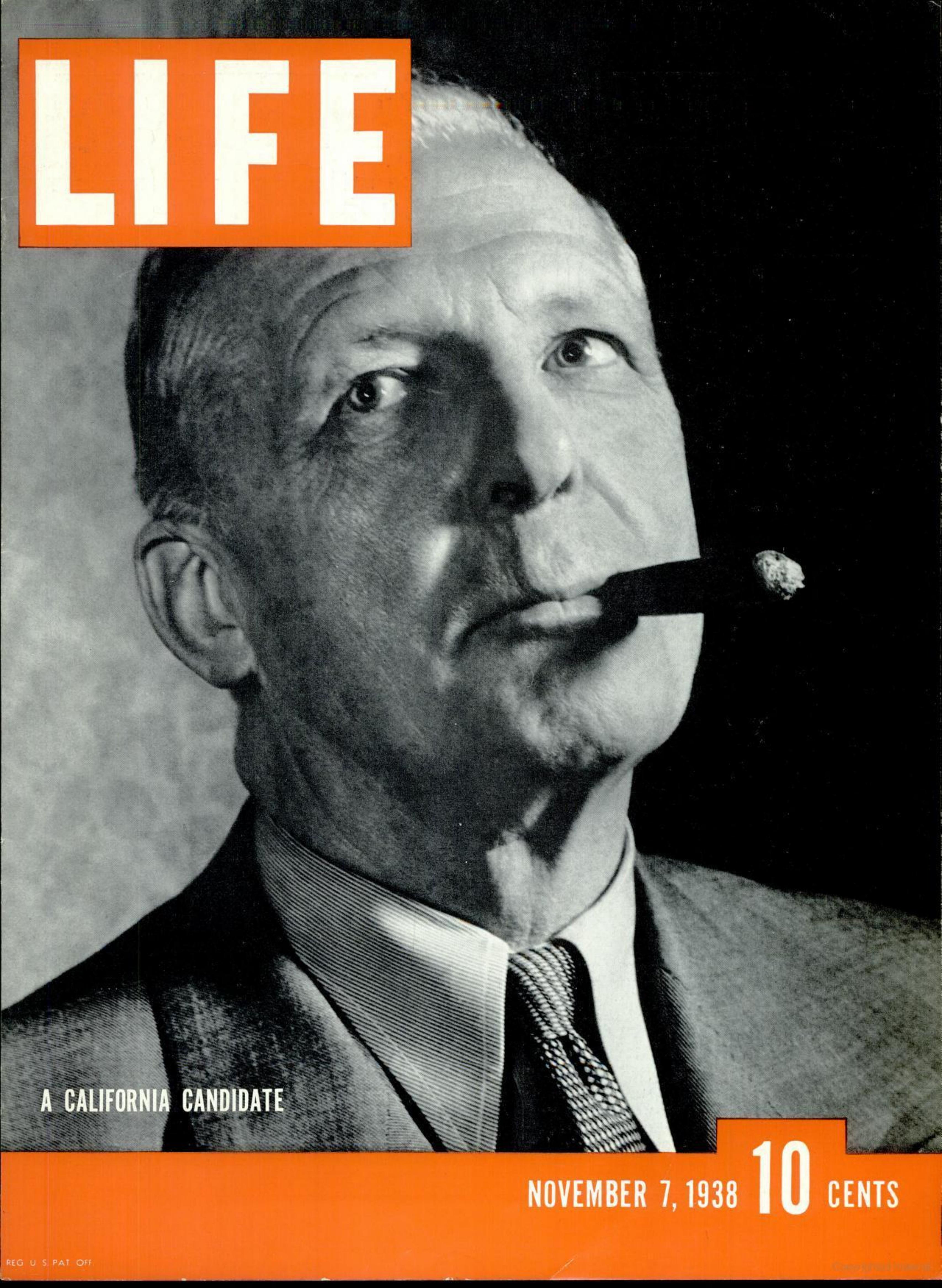


# LIFE

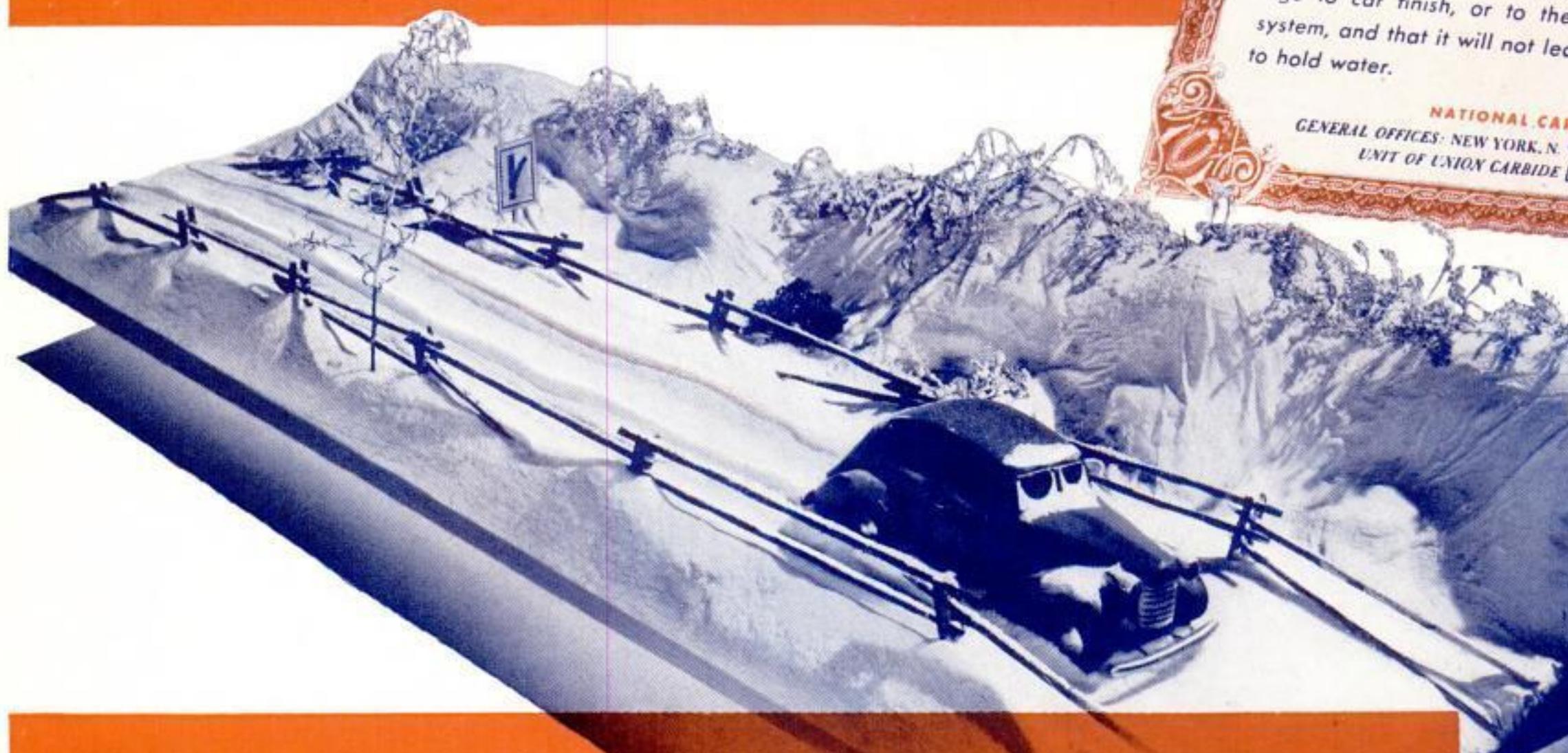


A CALIFORNIA CANDIDATE

NOVEMBER 7, 1938

10 CENTS

# BETTER BE SAFE... BETTER BE HAPPY... BETTER BE THRIFTY



## FIND YOUR CAR ON THIS CHART

**IMPORTANT!** The price per gallon of an anti-freeze means nothing unless you know *how many gallons* you will need during the *entire* winter. You can't get that information on a boil-away anti-freeze. But you can get it for "Prestone" anti-freeze... and here it is. See how reasonably you can get two-way protection *all winter long* against both freeze-up and rust formations with *one shot* of "Prestone" anti-freeze—*one shot* because it won't boil off, no matter how warm the

weather gets between the cold snaps. If your car isn't on this chart, your dealer has a chart showing all cars; and amounts needed for temperatures to 60° below zero.

*Find your car and read from left to right. The first figure shows the protection you get with one gallon of "Eveready" "Prestone" anti-freeze in the cooling system; the second with one and a half gallons—and so on. "+" means above zero. "—" means below zero. If your car has a hot water heater, add  $\frac{1}{4}$  gallon to the quantity called for.*

MODEL	1 GAL.	1½ GAL.	2 GAL.	2½ GAL.	MODEL	1 GAL.	1½ GAL.	2 GAL.	2½ GAL.	MODEL	1 GAL.	1½ GAL.	2 GAL.	2½ GAL.
<b>AUBURN</b>					<b>GRAHAM</b>					<b>PACKARD</b>				
654, '36	+12 - 4 - 27 - 59				80, 90, '36; 95, '36; 116, '37; '38	+10 - 8 - 34 - 62				120, '35; 6, '37	+14 0 - 21 - 50			
852, '36	+17 + 6 - 9 - 28				120, '37; '38	0 - 34 - 62				6, '38	+ 8 - 12 - 43			
<b>BUICK</b>					<b>HUDSON</b>					8, '38	+10 - 8 - 34			
40, '34; '35; '36; '37; '38	+ 6 - 18 - 54				6, '35 (late); 6, '36 to '38	+ 3 - 25 - 62				1400-1-2, '36; 120, '37; Super 8, '38	+16 + 4 - 12 - 34			
60, '30; 90, '36; '37; '38	+12 - 4 - 27 - 59				8, '36, '37	+16 + 4 - 12 - 34				Super 8, '35; '36	+18 + 8 - 6 - 23			
<b>CADILLAC</b>					6, '35 (early); 8, '38	+14 - 0 - 21 - 50				1500-1-2, '37	+19 + 10 0 - 15			
85, '37	+12 - 4 - 27 - 59				112, '38	0 - 34 - 62				12, '33 to '38	+21 + 16 + 10			
90, '36; '37; 60, '38	+19 + 9 - 3 - 19													
60, '70; '37; 65, '75; '37; '38	+20 + 12 + 1 - 12													
60, '70; 75, '36; 90, '38	+22 + 15 + 8 0													
355-D, '34; '35; 80, '85, '36	+16 + 4 - 12 - 34													
<b>CHEVROLET</b>														
All Models, '36	+ 8 - 12 - 43													
All Models, '37, '38	+ 6 - 18 - 54													
<b>CHRYSLER</b>														
6, '32; '33; '34; '35; AF, '37	+12 - 4 - 27 - 59													
Royal, '37; C18, 19, 20, '38	+16 + 4 - 12 - 34													
DeL-8, '36; Imp., '37	+18 + 8 - 6 - 23													
AF-8, Imp.-8, '35; 6, '36	+15 + 2 - 16 - 42													
<b>DE SOTO</b>														
6, '34; AF, AS, '36; 6, '37; S-5, '38	+16 + 4 - 12 - 34													
<b>DODGE</b>														
6, '32; '33; D-2, '36; D-8, '38	+ 8 - 12 - 43													
Senior-6, '30; DU, '35; D-5, '37	+12 - 4 - 27 - 59													
<b>FORD</b>														
V-8, '32 to '36; V-8-78, '37, '38	+18 + 8 - 6 - 23													
V-8-74, '37, '38	+10 - 8 - 34 - 62													
<b>OLDSMOBILE</b>														
F, '35, '36	+ 3 - 25 - 62													
F, '34; L, '35; '36; F, '37, '38	+10 - 8 - 34 - 62													
L, '37, '38	+17 + 6 - 9													
<b>NASH</b>														
3720, '37; 3820, 3880, '38	+10 - 8 - 34													
3620, 3640, '36; 3780, '37	+14 0 - 21 - 50													
Adv. 8, '34, '35; Amb. 8, '36	+17 + 6 - 9 - 28													
<b>PLYMOUTH</b>														
PF, PG, '34 P5, P6, '38	+16 + 4 - 12 - 34													
P1, P2, '36; P3, P4, '37	+19 + 10 0 - 15													
<b>PONTIAC</b>														
8, '33; '34, '35; 6, '36	+ 6 - 18 - 54													
6, '37, '38	+ 8 - 12 - 43													
<b>STUDEBAKER</b>														
6, '36 to '38; Com., '38	+ 6 - 18 - 54													
Dic., '34, '35; Pres., '37	+10 - 8 - 34 - 62													
Pres., '36, '38	+12 - 4 - 27 - 59													
<b>TERRAPLANE</b>														
6, '36, '37, '38	+ 3 - 25 - 62													
<b>WILLYS</b>														
77, '33 to '36	-21													
'37, '38	- 6 - 47													

NATIONAL CARBON COMPANY, INC.  
specifically  
GUARANTEES

that "EVEREADY" "PRESTONE" ANTI-FREEZE, if used according to printed directions, in normal water cooling systems, will protect the cooling system of your car against freezing and clogging from rust formations age to car finish, or to the metal or rubber parts of the cooling system, and that it will not leak out of a cooling system tight enough to hold water.

NATIONAL CARBON COMPANY, INC.  
GENERAL OFFICES: NEW YORK, N. Y. BRANCHES: CHICAGO • SAN FRANCISCO  
UNIT OF UNION CARBIDE UCC AND CARBON CORPORATION

**\$2.95**  
A GALLON

DOES NOT BOIL AWAY  
PREVENTS RUST

Why take chances with boil-away anti-freeze this winter?

Start the season right, with "Eveready" "Prestone" anti-freeze in your radiator. One stop at your service station now, and you're safe against boil-away, freeze-up and rust-clogging *all winter long*.

No worry, no uncertainty, no going back for more. You pay for "Prestone" anti-freeze only *once-a-winter*. And if you'll check back after a winter of guaranteed freeze-up protection, driving comfort and peace of mind, you'll find that "Prestone" anti-freeze has actually saved you money.

Read the guarantee. It insures your car against winter's greatest driving hazards... boil-away, freeze-up, and rust.

**EVEREADY**  
TRADE-MARKS  
**PRESTONE**  
ANTI-FREEZE

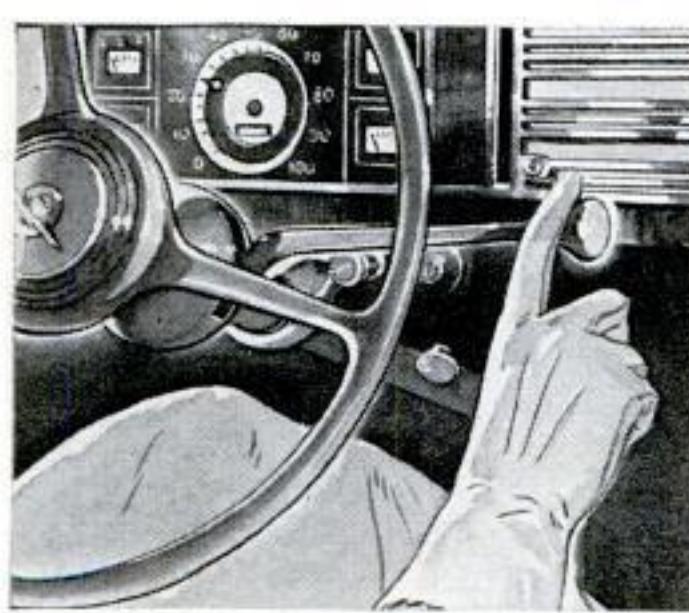
The words "Eveready" and "Prestone" are trade-marks of National Carbon Co., Inc.

**COSTS MORE BY THE GALLON LESS BY THE WINTER**

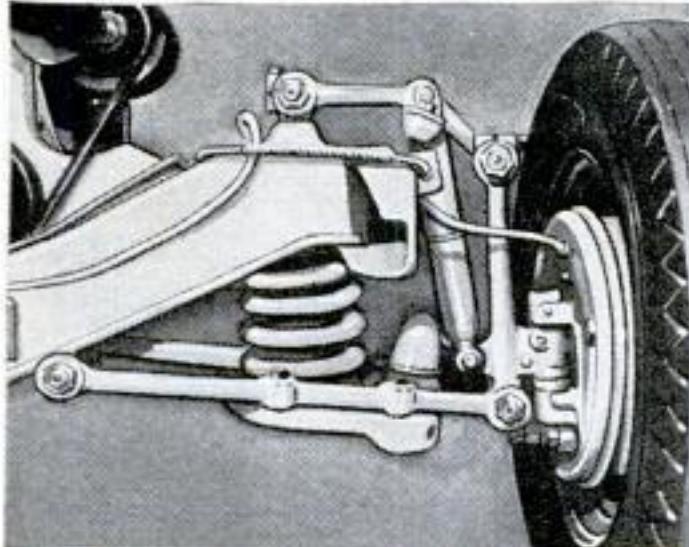
# Here's Believe-it-or-Not Automobile News!

NEW LOWER PRICES

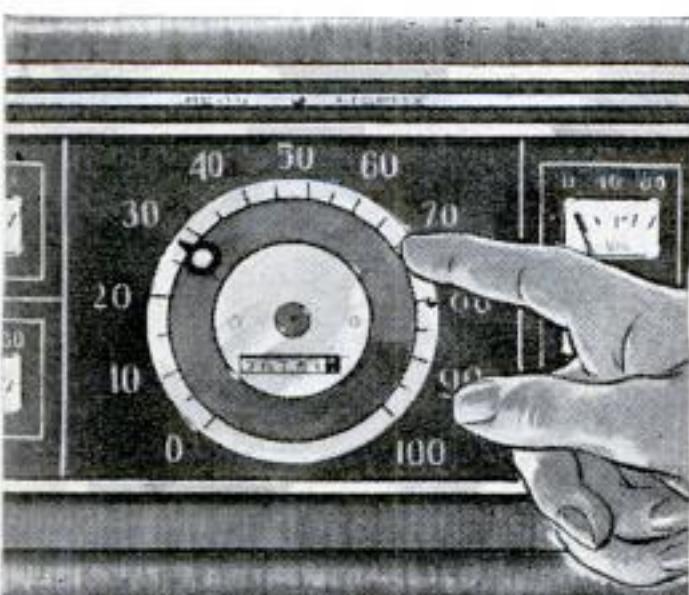
Get the Famous Safety of Plymouth's 100% Hydraulic Brakes plus these Great New Engineering Advancements.



PERFECTED Remote Control Shifting with Auto-Mesh Transmission standard on "De Luxe." New shifting ease...and nothing new to learn.



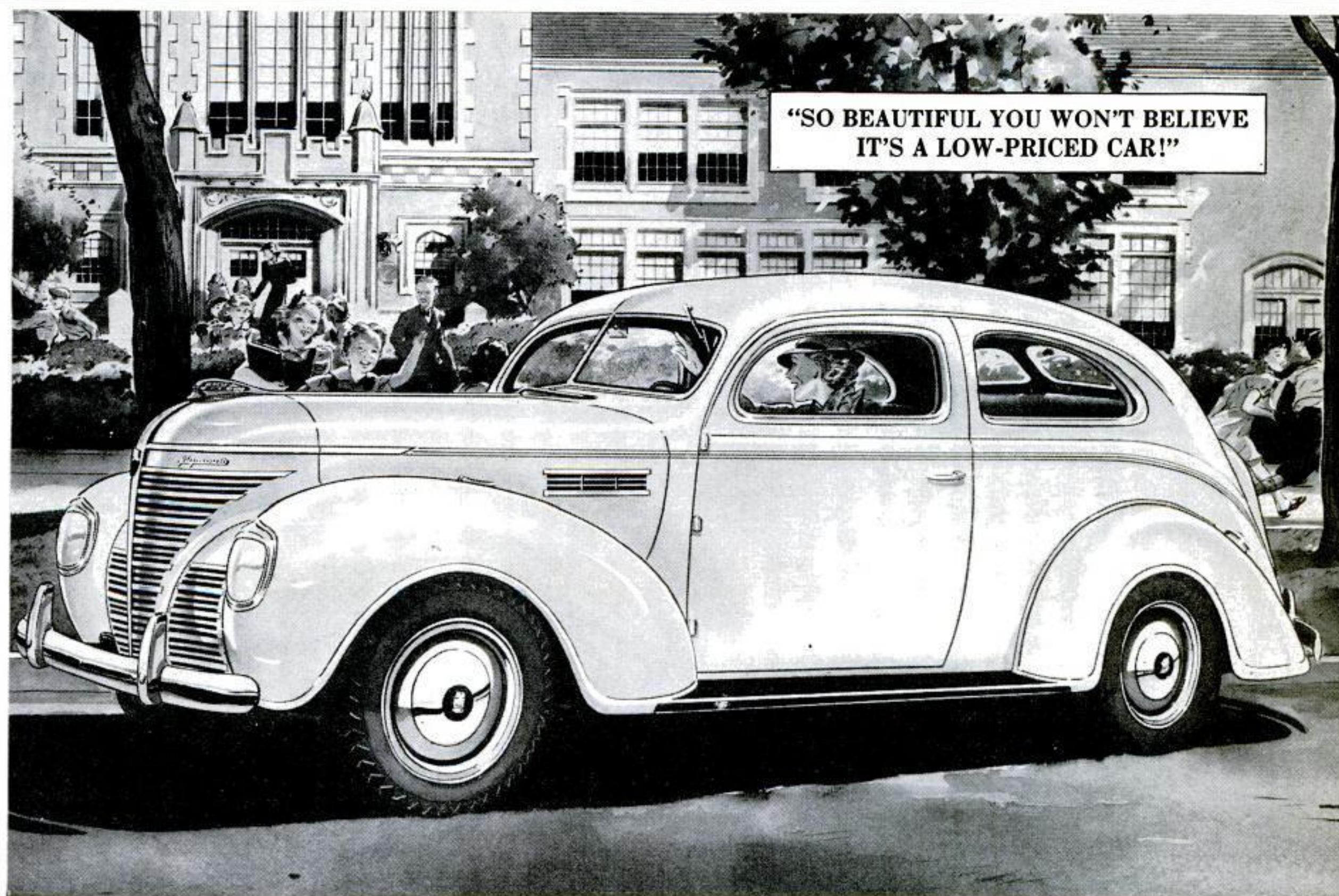
NEW AMOLA STEEL Coil Springs, finest design in the industry, give you a wonderfully smooth new ride.



NEW "SAFETY SIGNAL" Speedometer shows a green, amber, or red light, according to your speed.

## —AND PLYMOUTH FOR 1939 OFFERS YOU:

1. Greater Size...Wheelbase now 114 inches.
2. Glamorous New Styling with Lavish New Luxury.
3. New High-Torque Engine Performance with outstanding New Economy on every count.
4. New Perfected Remote Control Gear Shifting.
5. New All-Silent Auto-Mesh Transmission.
6. New Coil Springs of special Amola Steel.
7. An ingenious New "Safety Signal" Speedometer.
8. 100% Hydraulic, Double-Action Brakes.
9. Patented Floating Power Engine Mountings.
10. Big All-Steel Body—completely rust-proofed.



THE GREAT NEW 1939 PLYMOUTH "ROADKING" Two-Door Touring Sedan. See and drive it at your nearby Plymouth dealer today.

## Plymouth's Got It...Magnificent New Styling...Thrilling New Performance...A Sensational New Ride!

YOU CAN hardly believe that this beautiful new Plymouth could come to you at new *lower* prices!

Look at Plymouth's magnificent new styling, its luxurious interiors. Enjoy its new High-Torque engine performance with new economy.

It's a bigger car with 114-inch wheelbase...and new style headlamps give increased road lighting.

There's marvelous new riding comfort and smoothness in the 1939

Plymouth's new Amola Steel Coil Springs, famous Floating Power engine mountings and improved airplane-type Shock Absorbers.

Easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...balance in surprisingly low monthly instalments.

Drive this new Plymouth today!  
PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

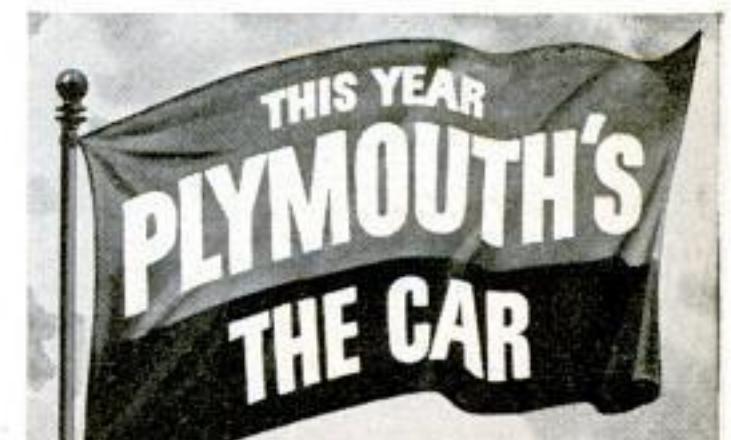
## EASY TO BUY CONVENIENT TERMS

"Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C.B.S. NETWORK, THURSDAYS, 9 TO 10 P.M., E.S.T.

# PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"  
THE "DELUXE"



Copyrighted material

# LIFE on the Jones Dairy Farm

JONES DAIRY FARM, Mary P. Jones, President, Ft. Atkinson, Wis.



*"I decided that I, too, would get a man who wore an Arrow Tie"*

• Most everybody looks better in an Arrow Tie. That's because the fabrics are as rich and impressive as the ones you find in costly ties—because the styling is authoritative—and because the *Arrow bias-cut* keeps the knot from twisting out of shape. Get several of these \$1.00 *others at \$1.50* ties at your Arrow store, tomorrow. Only

**ARROW TIES**  
As Outstanding as Arrow Shirts

## LETTERS TO THE EDITORS

Irene Castle

Sirs:

With regard to your brilliantly interesting and worthwhile article on vivisection (LIFE, Oct. 17): your caption-writer must have been indeed young to be able to dismiss Irene Castle with the description "plumed former dancer." Irene Castle who, with her husband Vernon, by the grace, beauty and refinement of their dancing made our modern dancing possible. Irene Castle who introduced bobbed hair and brought comfort to thousands of hair-heavy women. Irene Castle who was proud to have her husband fight and die for his country during the War when other idols of the moment got no further than Liberty



IRENE & VERNON CASTLE (1915)

Loan stumping. Irene Castle whose good taste in clothes is a legend, and who today is an example of how to face the latter forties with charm and distinction.

If she may have a strongly prejudiced viewpoint about vivisection, is such a viewpoint—based on her great kindness—to be derided? "Plumed dancer" indeed!

JEROME ZERBE

New York, N.Y.

Sirs:

You place the burden of the State Humane Pound Act of California on Miss Marion Davies and myself. I don't know how Miss Davies feels about it, but I am more than happy to stand up for what I consider a perfectly wholesome right, and fair demand; that is, that any dog pound be maintained as a convenience to the dog-tax paying public, and not be run as a collecting station for the laboratories.

In the many cities and States where the vivisectors are denied access to the pounds, vivisection has not ceased, and it is a gross exaggeration to state to the public that they will suffer an early and painful death if these impounded pets of the poor are not given to the research laboratories.

The Humane Pound Act is not an anti-vivisection measure and the whole issue simmers down to a matter of dollars and cents at that. Everybody realizes that that which costs nothing is valued at that—nothing. And the handing out of your dog and mine to the vivisectors is only going to bring about wasteful abuses to a practice which is distasteful, to say the least, to the entire dog-loving public.

IRENE CASTLE  
Hollywood, Calif.

• The cost to medical schools of raising their own dogs is prohibitive. In States and cities where they cannot get dogs from pounds they get them from private kennels. This system permits

unscrupulous persons to steal dogs and sell them to the kennels, which pass them on to the schools. The system works against dog-lovers as well as scientists. A well-regulated pound picks up only stray dogs and keeps them a specified number of days before turning them over to laboratories.—ED.

Vivisection

Sirs:

I would like to congratulate you for the great public service you have performed in presenting so clearly the issue between Reason and Emotionalism in the matter of vivisection. Since the very existence of this issue today is traceable in no small part to the campaign of the old *Life* it is particularly gratifying that you have chosen this means of clearing the name.

The development of the chemical treatment of bacterial diseases which has taken place during the last three years would not have occurred without intensive animal experimentation. The hundred-odd deaths which were traced to Elixir of Sulfanilamide-Massengill a year ago would not now be on the conscience of the manufacturer had he conducted adequate experimentation on animals with his product before distributing it commercially.

JOHN S. LOCKWOOD, M.D.

University of Pennsylvania  
Philadelphia, Pa.

Sirs:

On behalf of the Los Angeles County Medical Association, an organization of 2,500 regular doctors of medicine, we wish to compliment you. We are sure that the photographic expositions and authenticated text will enlighten the citizens of this State.

RALPH B. EUSDEN, M.D., President

GEORGE D. MANER, M.D.,  
Secretary,

Los Angeles County Medical Association  
Los Angeles, Calif.

Sirs:

The Franciscan Sisters of the Sacred Heart whose lives are devoted to the relief of suffering thank you for your contribution to the cause of medical science.

SISTER M. ALBERTA  
Queen of Angels Hospital  
Los Angeles, Calif.

Sirs:

From your article one would be led to believe that every animal operated or experimented upon was given an anesthetic. What a ghastly error!

HERBERT D. SWIFT  
New London, N. H.

• Fewer than one out of a thousand painful animal experiments are carried on without anesthetics. Aside from humane reasons, it would be extremely difficult to operate on conscious animals. In the rare cases when anesthetics are not used it is because they would make it impossible to obtain scientific results.—ED.

Sirs:

Until recently I have been a rabid anti-vivisectionist; and being a dog lover, I was most bitterly opposed to their use. But I have been completely converted by pictures and printed explanation appearing in LIFE.

F. J. MARTIN  
Yuma, Ariz.

Sirs:

I wonder how many of LIFE's readers noticed the inconsistency in Mrs. McLaughlin's and Miss Davies' laments

*For a Colorful Gift*  
**California Pottery**

**\$14.95**

**45-Piece Service for Eight**

This year—give California sunshine and color, in a complete 45-piece set of Vernon authentic California pottery. Designed by master craftsmen, every piece is *guaranteed* perfect, durable, and crazeproof. It's the ideal gift for any smart woman . . . and a good way to start your own pottery service at a real money saving. The Vernon Gift Package is featured by leading stores, in your choice of the brilliant glazes and vivid colors of "Early California," or the new delicate pastels of "Modern California." Send for booklet.

**VERNON**  
AUTHENTIC CALIFORNIA POTTERY  
2302 E. 52nd St., Los Angeles, Calif.

**A PERFECT SHOT  
WITH GUN AND CAMERA**

**WESTON Exposure Meter**  
He had his camera, and like all wise sportsmen he also had his WESTON Exposure Meter. Thus, every picture he took was correctly exposed . . . a *perfect picture*. Each picture you take with your camera can be perfect, too, if you use a WESTON. Just point it at the scene, and it gives you the correct camera settings to use . . . any place, any time, and for any type of camera or film. It's inexpensive, extremely compact, and easy to use. From now on, be sure of each shot before you shoot, by using a WESTON. See it at all photo dealers, or send coupon for interesting literature.

Weston Electrical Instrument Corporation  
630 Frelinghuysen Avenue, Newark, N. J.  
Send literature on Weston Exposure Meters.

Name.....  
Address.....  
City..... State.....

against cruelty to animals. While Mrs. McLaughlin is bedecked with the plumes plucked from an ostrich tail, Miss Davies imperturbably adorns herself with the skins of some defenseless animal.

J. EDGAR BODDY

Tulsa, Okla.

**Raised Eyebrows**

Sirs:

Society in Nebraska! Here I have been thinking all these years that outside of New York, Boston, Charleston, S. C., Atlanta, Georgia, and Washington, D. C., there really was no society.

I was very much impressed with the Swank of the Omaha Ball, whatever you called it. Heavens, the Great Middle West is becoming civilized, or should we say social minded.

Used to Society—that is, born to it—I don't quite understand a Society that has as its "King For A Night" a merchant who used to sell newspapers. In the South (of which I am a native)—family background is the only entree into the real social circles.

The real Society people are largely confined to New England, and the Southeast, where tradition, family background and an innate refinement makes them members.

Society, as I know it, is usually confined to men and women of letters, of the professions, of really worthwhile business. An ability to converse about really good books, sprinkled with a flavor of smart repartee, marks a cultured person.

Since early Colonial Days, my people have been Honored Members of the First Families of the South. The later generations are "up on" theater, books, religion, cocktails—and have that certain savoir-faire that distinguishes those "to the manner born" from those who have lately arrived.

HENRY GRADY MACLEAN

Chicago, Ill.

**Bring Back Vaudeville**

Sirs:

Enjoyed LIFE's pictures of Olsen's and Johnson's *Hellzapoppin* (Oct. 24) as I saw the show recently and also saw Olsen & Johnson some years ago before vaudeville expired. I, and doubtless millions of theater-goers, would like to see "two-a-day" vaudeville brought back to life.

Some claimed the talkies killed vaudeville—I don't believe that is so. As you doubtless know moving-picture producers own or control movie houses in order to have an outlet for the pictures they produce. This situation is very apparent in small cities and towns. Consequently, the public is compelled to swallow a talkie diet. Large cities may see flesh and blood shows but there isn't any more "small time" for the sticks.

So today vaudeville is back in the beer gardens and night clubs from which it began its evolution.

ALVIN C. HOAGLAND

Jamestown, N. Y.

**Best Passers**

Sirs:

Taking exception to LIFE's cover of Oct. 24—Sid Luckman, Greatest Passer.

Hal Lube of Colgate's Red Raiders outpassed Luckman to a Colgate victory 12-0.

**UTICA'S MONDAY MORNING QUARTERBACKS**

GEORGE E. CONRAD, Coach  
DONALD C. CURRY, Asst. Coach  
J. F. HOWARD, Line Coach

NATHAN SAMUELS, Water Boy

CAPT. FRED W. MCGEE, Field Judge

HENRY RANDALL, Trainer

LEO SHEEHAN, Asst. Trainer

Utica, N. Y.

(continued on p. 76)

**LIFE'S PICTURES**

When Francis Lee Jaques, who painted the duck illustrations in this week's issue, was a boy, he wanted to be a railroad engineer. Instead he grew up to be one of America's great bird and animal painters. Now on the staff of New York's American Museum of Natural History, he has traveled to the Arctic with Captain Bob Bartlett, to the bird islands of Peru, to Pitcairn, Tahiti, and the Bahamas, studying and painting the native birds. Even today, however, Jaques is fascinated by railroads. Last summer he rode nearly all the Rocky Mountain narrow-gauge railroads in Colorado, discovered in England a miniature railroad that ran 30 miles through the Romney Marsh.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*) unless otherwise specified.

COVER—GEORGE STROCK  
2—CULVER  
3—PIX, CURRENT NEWS-PHOTO  
4—HERBERT GEHR from B. S.  
5—HERBERT GEHR from B. S. *exc. cen. rt. from "THE PAGEANT OF AMERICA" courtesy YALE UNIVERSITY PRESS*  
7—HERBERT GEHR from B. S.  
11—MILWAUKEE JOURNAL PHOTO by ROBERT BOYD  
12—ACME, RALPH AMDURSKY, JOHN VAN CRONKHITE, CARL M. MYDANS—CHARLES NERPEL—CINCINNATI POST, DARREL McDouggle, DETROIT FREE PRESS, E. BURGERT—A. P., MILWAUKEE JOURNAL PHOTO by ROBERT BOYD, GEORGE STROCK, A. P.—A. P., BERNARD HOFFMAN—INT., CARL M. MYDANS  
13—A. P., L. OTTO HAGEL, A. P.—ACME (2), WALTER B. LANE, W. W.—OMAHA WORLD-HERALD PHOTO by E. K. LANGEVIN, W. W., HORACE BRISTOL, GEORGE STROCK—W. W., A. P.—RALPH VINCENT, W. W.  
14—JACK WALLY K. C., E. K. LANGEVIN—GEORGE STROCK  
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17—BROWN BROS.—CARL M. MYDANS  
18—A. P. (2), INT.—A. P.—CHICAGO TIMES, TORKEL KORLING  
19—INT.  
20—A. P., P. I.—A. P., P. I.  
21—B. S., NORDISK ROTOGRAVYR from MONKEMEYER—DE PASCAL from P. I., NORDISK ROTOGRAVYR from MONKEMEYER  
22—A. P.—INT., ACME—W. W.—H. & E., A. P.  
23—P. I. (2), A. P.—FOX PHOTOS, A. P. (2)—FOX PHOTOS (2), A. P.  
24—W. W.—PHOTO by ASABEL CURTIS  
25, 26, 27, 28—FRANCIS LEE JAQUES  
29—NATORI from B. S.—P. I.  
30—B. S.  
31—H. LEUENBERGER, PIX—CAPA-PIX  
32—PAUL DORSEY  
35—M-G-M *exc. cen. rt.*  
36—M-G-M  
42—KARGER-PIX  
45—CHARLES PETERSON *exc. t. insets* (2)  
46, 47—CHARLES PETERSON *exc. insets* (2)  
48—HOWARD BRODIE—CHARLES PETERSON  
53, 54, 55—ERIC SCHAALE-PIX *exc. verse p. 55*  
56, 57—Border JOHN B. GOODMAN—BERNARD HOFFMAN, THOS. D. MCVOY, JOHN B. GOODMAN  
58—CARL M. MYDANS—KARGER-PIX—JOHN B. GOODMAN  
59—KARGER-PIX  
60, 61—ELIOT ELISOFON  
62, 63—ERIC SCHAALE-PIX, AL P. BURGERT—ROBERT YARNALL RICHIE, AL P. BURGERT, EDWARD OTTO LINDEMANN from LOWNDS EWING  
64—ULLRICH MEISEL—RUSSELL AIKENS, ROBERT YARNALL RICHIE  
65—HANSEL MIEH  
66—CARTOON by RUSSELL IN THE LOS ANGELES TIMES—MAY courtesy NEW YORK TIMES—W. EUGENE SMITH from B. S.  
68—A. P.—INT.  
69—A. P.—ARTHUR GRIFFIN  
70—DARREL McDouggle *exc. bot. rt. and lt.*  
71—DARREL McDouggle *exc. bot. lt.* IVOR GORDON PHOTO  
72, 73—DARREL McDouggle *exc. inserts p. 73.*  
74, 75—HARRY D. HERSEY  
76—HARRY D. HERSEY

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER;  
COP., COPYRIGHT; EXC., EXCEPT; LT., LEFT;  
RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS;  
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HARRIS & EWING; INT., INTERNATIONAL; MAY,  
KEYSTONE; M-G-M, METRO-GOLDWYN-MAYER;  
P. I., PICTURES INC.; W. W., WIDE WORLD

Drawing by  
Howard Baer

**VOGUISHLY SLENDER**

Webster Golden Wedding cigar—gracefully slender—typically modern—*fashionably correct*—has become the outstanding quality cigar among the masculine social-elect. CUSTOM-MADE craftsmanship is evident in every Webster. Its extra-choice Havana filler is delightfully satisfying to the man accustomed to the finest of imported Cuban cigars. At the better counters from Coast to Coast.

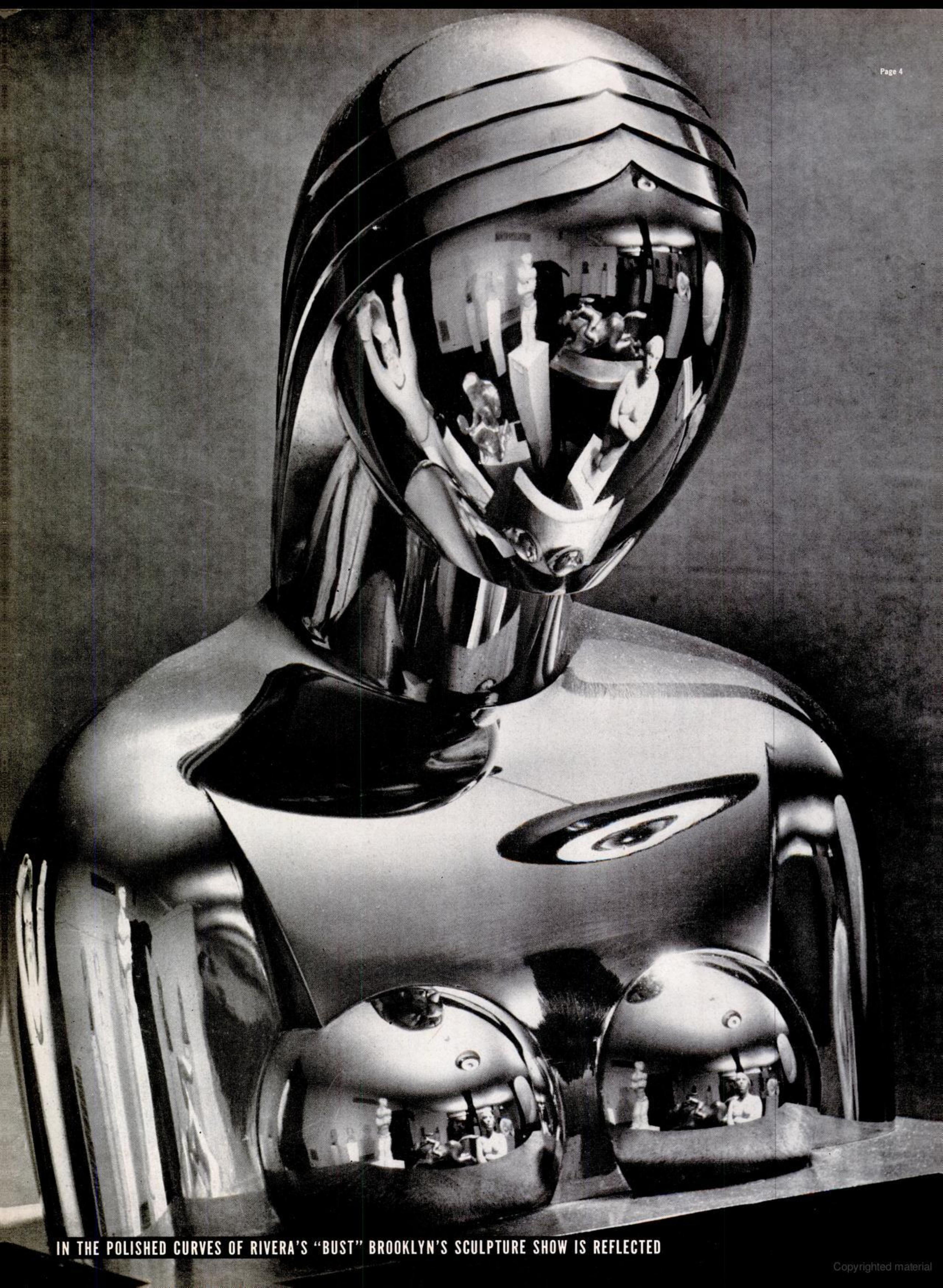
**WEBSTER**

**GOLDEN WEDDING, 10c**  
**PERFECTO CHICO, 10c**  
**QUEENS, 2 for 25c • FANCY TALES, 15c**

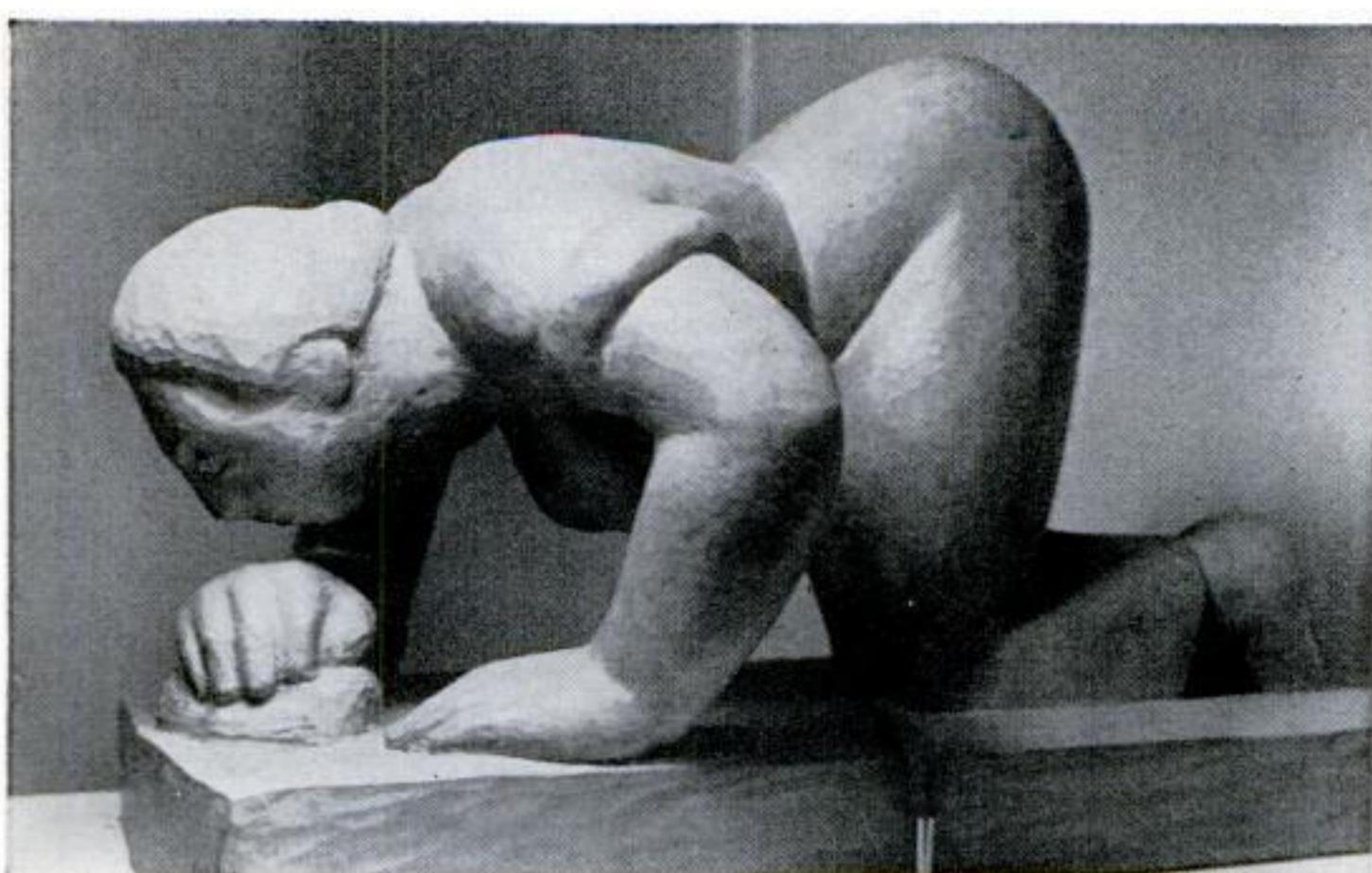
*First in the Social Register*

*This One*





IN THE POLISHED CURVES OF RIVERA'S "BUST" BROOKLYN'S SCULPTURE SHOW IS REFLECTED



ALICE DECKER'S "SCRUBWOMAN," CARVED FROM PALE LIME WOOD



DINA MELICOV'S "GIRL ON A HORSE," IN CAST ALUMINUM

# SPEAKING OF PICTURES . . .

## . . . MODERN SCULPTURE MAKES PICTURE NEWS



If 20 years ago the statues shown on these pages had been publicly exhibited, all but an esoteric few would have called them crazy. But when these figures were shown at the Brooklyn Museum by the Sculptors' Guild, about 25,000 people went to see them in the first two weeks. Many were puzzled (see p. 7) but nobody laughed.

The spirit of revolt which overtook literature and painting 20 years ago, was also felt in sculpture. But long after the new-school writers and painters had carried the day, the modern sculptors were still isolated rebels against a firmly established academic school.

Within the last few years, however, they have so increased their prestige that today the modern and not the classic is the dominant school of sculpture in America. At next year's two great Fairs, moderns will hold the field unchallenged.

Today's modern sculptors are still experimenting. On much of their work the verdict of time will probably be that it is valueless and silly. But no great art arises without experiment and out of these early efforts may some day come a sculpture to rank with that of ancient Greece.

The great sculptors of the past were representational in their work because

[\(CONTINUED ON P. 7\)](#)



BROOKLYN HOUSEWIFE HOLDING MARKED EXHIBITION CATALOG SMILES AT LOUISE CROSS'S CHUNKY OPERA SINGER, IN DARK WALNUT

# LIFE IS PRETTY EASY FOR THE MAN in a Rarepack Coat



The New York World's Fair in 1939 won't have as many people in attendance as there are hair fibers in a Rarepack coat, for Hart Schaffner & Marx use 171,351,936 fine alpaca, guanaco, mohair and wool fibers—all mechanically treated to bring up the densest pile possible—in the making of every Rarepack coat. Yet despite these millions of hair fibers this coat is extremely light in weight. *Rarepack's easy on the shoulders!*

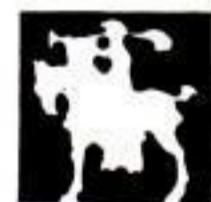


**Miss 1938** . . . she typifies the streamlined beauty of today. And so does her escort's Rarepack. It combines style and comfort—the twain that never used to meet in the average coat. Your Hart Schaffner & Marx dealer is now showing a group of new Rarepacks which includes the smartest fall colors, patterns and models—and believe us, *Rarepack's mighty easy on the eyes!*

**Twa Canny Scots** . . . both pretty doggy! You can tell the pup's a Scottie—and his master's Rarepack coat is the mark of a man who knows value. Rarepack costs no more than some coats that are neither lightweight nor efficient chill-chasers. *Rarepack's easy on the pocketbook!*



**Mr. Mead Goes to Town** in a Rarepack coat. Whatever the temperature, he goes in comfort. His Rarepack is light, fleecy, easy to wear. Yet because it's a great insulator, it gives him complete protection even in coldest weather. *Rarepack's easy to wear!*





GREAT TECHNICAL ABILITY MARKS CORNELIA CHAPIN'S 4-FT. GRANITE FROG

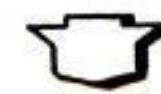
## SPEAKING OF PICTURES

(continued)

making a record and catching a likeness was the most important part of their job. Copying, without understanding, the mannerisms of a great past has produced such classic nonsense as Horatio Greenough's 20-ton statue of a half-nude George Washington, now in the Smithsonian Institution (see p. 5.) It cost the Government \$35,000.

The modern sculptor, freed by photography from the need to imitate nature, has other problems. Like modern painters, he is interested in design, in simplification, in form. The intrinsic material of sculpture has a deep beauty of its own, whether it be a block of marble, a granite boulder, a massive tree trunk or a golden cauldron of liquid bronze. Modern sculptors are always striving to preserve this beauty in their material. Thus the glittering bronze of José de Rivera's *Bust* (see p. 4) has a richness and dignity that only a great master could equal in marble. Dina Melicov's *Girl on a Horse* is cast in aluminum that its shifting silver shadows may suggest speed. The startling pose of Chaim Gross's *Mother and Child* (below) was dictated partly by the sculptor's desire for rugged surging movement, partly by the fact that the *pala blanca* log from which it was carved was once a jungle tree.

CHAIM GROSS'S 5-FT. "MOTHER AND CHILD" CARRIES ALL EYES UPWARD



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Vol. 5, No. 19



November 7, 1938

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**LIFE'S COVER:** This week-end, with a flare and a blare, the political campaign of 1938 winds up (see pp. 11-17). Nowhere has the campaign been livelier than in the wonderland of California, where old folks expect to vote themselves a pension of \$30-every-Thursday for life. The California candidate on the cover is Culbert Levy Olson, Democratic nominee for Governor. He has flirted with the pension movement but never openly endorsed it. However Californians vote on pensions, Olson is favored to defeat stodgy Republican Governor Merriam.

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"It's easy," said the first man. "I'm buying a Retirement Income on the installment plan. My income of \$200 a month begins when I reach retirement age, and it's guaranteed for life. And I get it whether I quit work or not.

"What's more, if I should drop out of the picture before my retirement age, my wife would get a regular monthly income for life."

"That sounds good," said the other, "but what if you're totally disabled and can't make your payments?"

"I don't have to worry about that either. If, before I reach 55, serious illness or accident stops my earning power for six months or more, then—so long thereafter as I remain disabled—I don't have to pay any premiums that fall due, and I'll get a Disability Income, also."

"Fine. Can you tell me how much this new Retirement Income Plan you speak of would cost me?"

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month depends on how old you are, when you want to retire, and the size income you want.

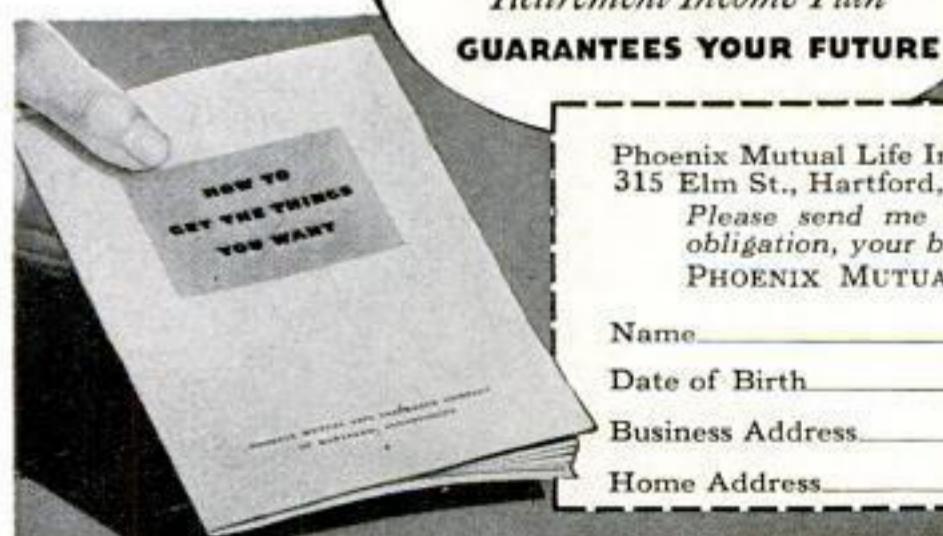
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***"Listen, George... either you get a fit or I'll have one"***

**GEORGE:** All right, all right, smarty! Laugh your silly head off. You'd think I deliberately bought this shirt three sizes too small. Funny, isn't it?

**WIFE:** Yes, George dear.

**GEORGE:** If I don't know my own neck, who does? Size 15, it is. And when I bought this ding-dang shirt it was size 15—not something made for one of the seven dwarfs!

**WIFE:** Yes, George dear. But you know you can buy shirts that won't shrink out of size.

**GEORGE:** How? How, I'd like to know? Look right here on this shirt. What's it say? "Pre-shrunk," that's what it says. Phooie!

**WIFE:** Yes, George dear. But it doesn't say Sanforized-Shrunk.

**GEORGE:** Sanforized-Shrunk! Bosh! Piffle! You can't tell me those shirts don't shrink, too!

**WIFE:** Yes, George dear. Sanforizing is the process that takes practically all the shrinkage out of a fabric. They've got 195 patents on it. The most any Sanforized-Shrunk fabric can shrink is 1%, by Government standard test! That's so small an amount you can't notice it.

**GEORGE:** Where did you get that 1% stuff? Think you're smart, don't you?

**WIFE:** Yes, George dear. I read it in an article on shrinkage in *Good Housekeeping Magazine*.

**GEORGE:** Yeah! Well, that's swell for guys that buy higher-priced shirts. But how about me? Do you expect me to find Sanforized-Shrunk shirts at the price I usually pay, hey?

**WIFE:** Yes, George dear. You can get Sanforized-Shrunk shirts at a wide range of prices. Everything from work shirts to fine oxfords.

**GEORGE:** What do I do? Walk out if they don't have 'em?

**WIFE:** Yes, George dear—if you want to get a shirt that will fit you permanently.

**GEORGE:** I'll bet you deliberately read up on all this! Trying to make a monkey out of me, hey?

**WIFE:** Yes—Why NO, George dear.

**"Here's something to tell her, George—"**

Her things needn't shrink, either. Tell her to look for the words "Sanforized-Shrunk" whenever she buys anything made of cotton, linen, or spun rayon:



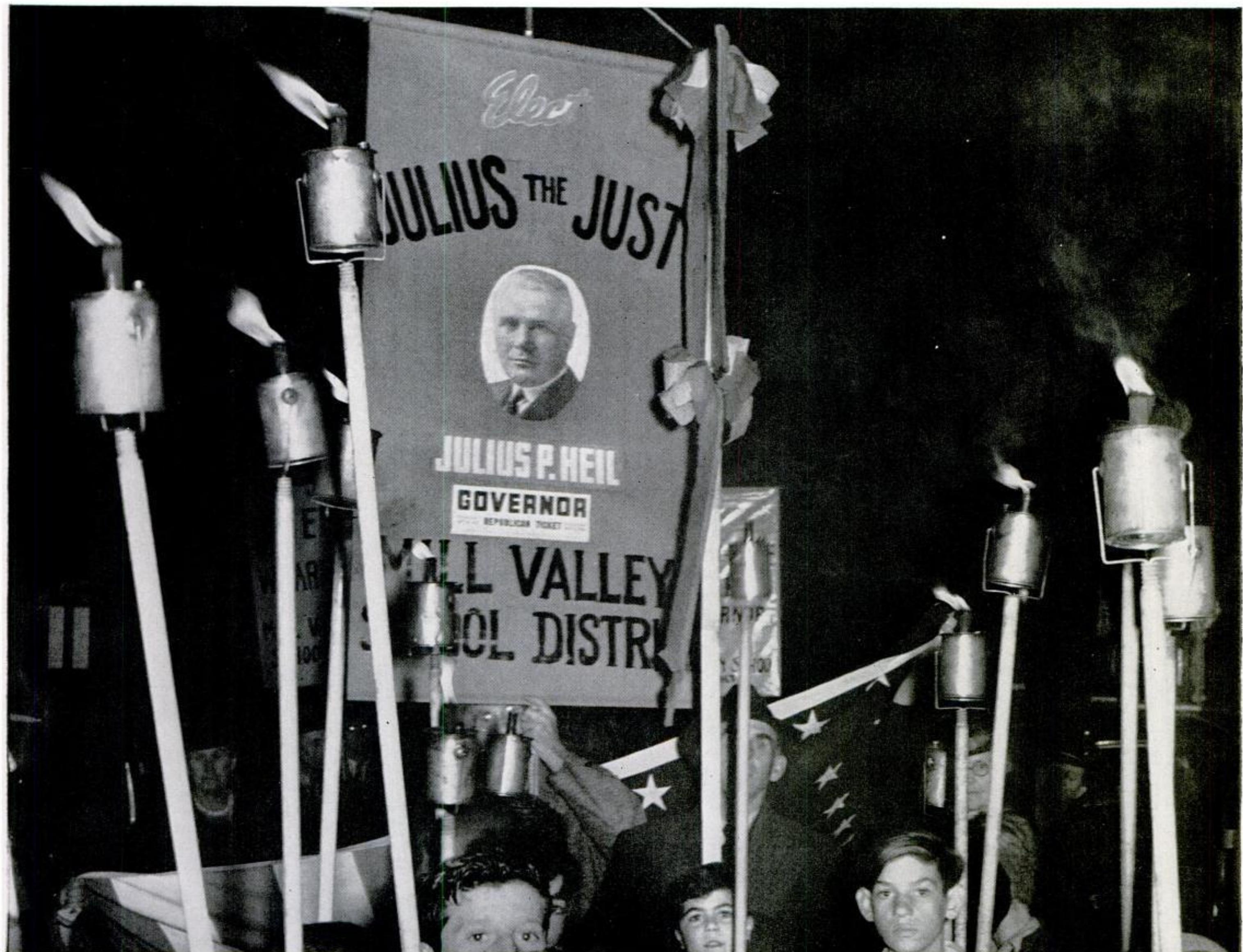
- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks
- Men's Work Clothes
- Men's Pajamas, Shorts
- Children's Garments
- Slip-covers and Draperies

***To be sure of permanent fit... look for the words... Sanforized-Shrunk***

# LIFE

Vol. 5, No. 19

November 7, 1938



## POLITICAL QUIZ: TEST YOURSELF BEFORE YOU VOTE ON NOV. 8

**Q. Who is "Julius the Just?"** A. He is a self-made Milwaukee businessman named Julius P. Heil (see above and p. 12), one of the thousands of candidates for everything from dogcatcher to Senator whom millions of citizens will vote for or against in next Tuesday's elections. A Republican, Mr. Heil is running for Governor of Wisconsin against famed Philip La Follette, Progressive candidate for reelection.

**Q. What officials will be chosen in the elections?** A. 435 U. S. Representatives, 33 U. S. Senators, 33 Governors, uncounted thousands of lesser State and local officials.

**Q. Will the elections show how voters now feel about the New Deal?** A. New Deal sentiment will be a big factor in the voting, big enough so that a strong Republican showing will establish and stimulate an anti-New Deal trend. But it will by no means be the only factor. Take Wisconsin, for example. If

you live there you may vote for "Julius the Just" because you think the La Follettes have run Wisconsin long enough. You may vote against Mr. Heil because you admired Governor La Follette's late great father. Or because you believe the charge that Heil offered J. B. Chapple a \$2,600 bribe. Personalities and local issues still powerfully influence American votes.

**Q. What would be the chief practical result of Republican victories in local and State elections?** A. The roots of a national political party are in city halls, county courthouses, State capitols. Only by controlling these can it command the tens of thousands of patronage jobs which it must have to sustain its army of workers. Losing most of these vital centers to Democrats, the Republican Party has for eight years been dying at the roots. Only by winning many of them back can it revive as a national force.

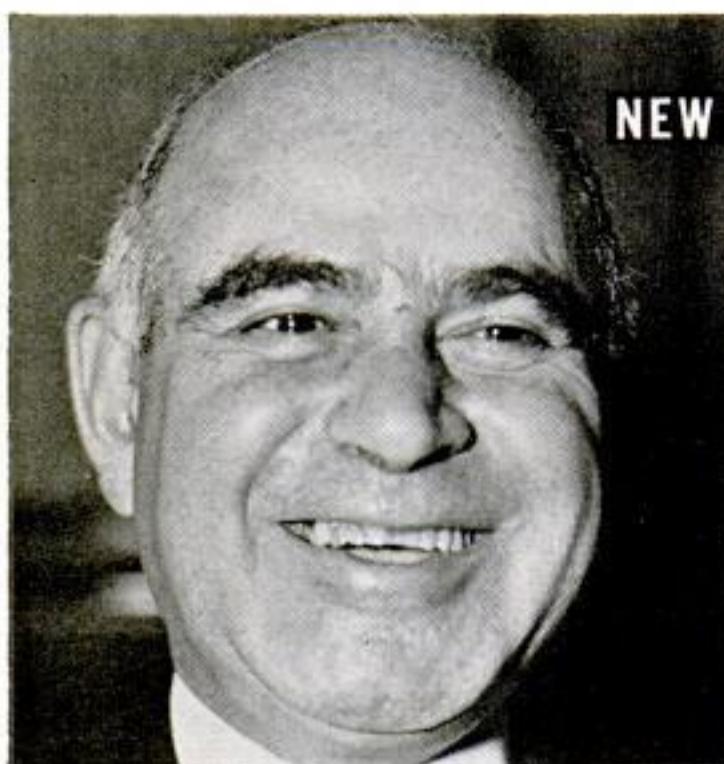
**Q. What are Republican chances?** A. Political experts consider them best since 1928. Democrats concede the G.O.P. a gain of 25 seats in the House. Republicans, backed by poll-takers, claim 60 to 80. Several important races for governor are neck-&-neck.

**Q. What is likely to be the effect on the New Deal of a poor Republican showing?** A. Its conservative opposition disheartened, the New Deal would forge ahead with renewed vigor. Opposition leadership would continue to depend on dissident Democrats, ever open to compromise for the welfare of the Party.

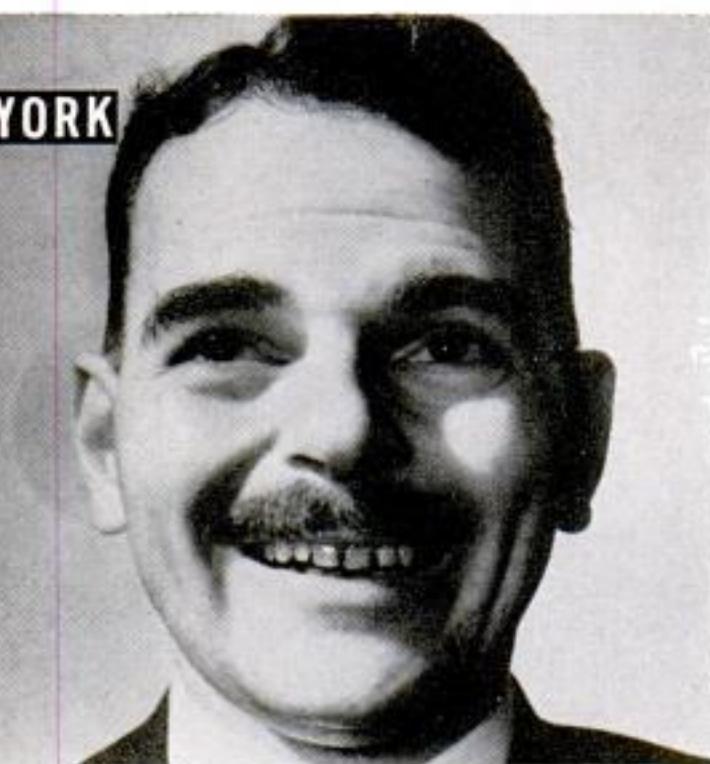
**Q. What is likely to be the effect on the New Deal of a strong Republican showing?** A. The G.O.P. cannot possibly capture control of the Senate, and only a miracle could give it control of the House. Hence the effect of a Republican upsurge would be simply to give the New Deal for the first time the moderating influence of a respectably potent opposition party.

# CANDIDATES FOR GOVERNOR WHO HAVE HOTTEST FIGHTS

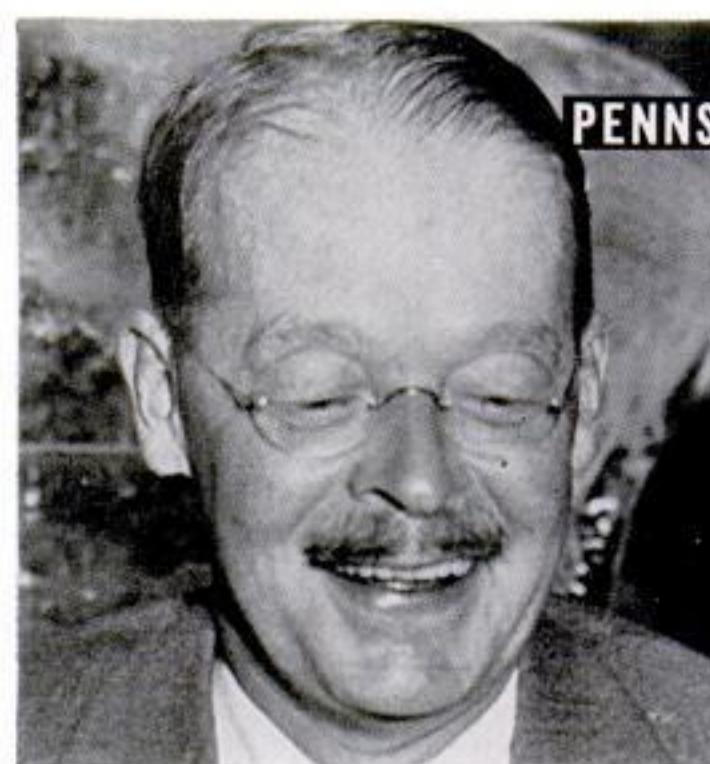
Page 12



NEW YORK



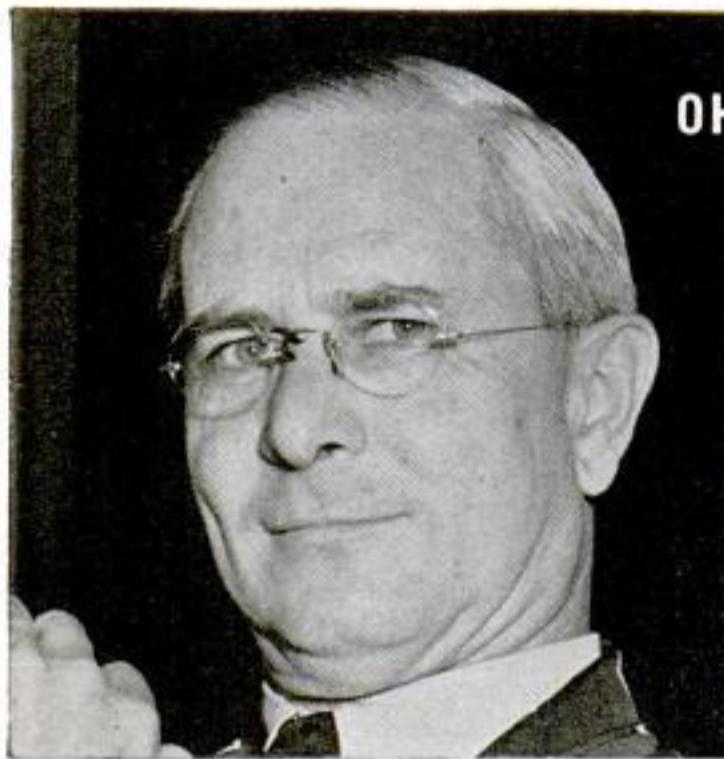
GOVERNOR HERBERT H. LEHMAN (D) VERSUS THOMAS E. DEWEY (R)



PENNSYLVANIA



CHARLES A. JONES (D) VERSUS ARTHUR H. JAMES (R)



OHIO



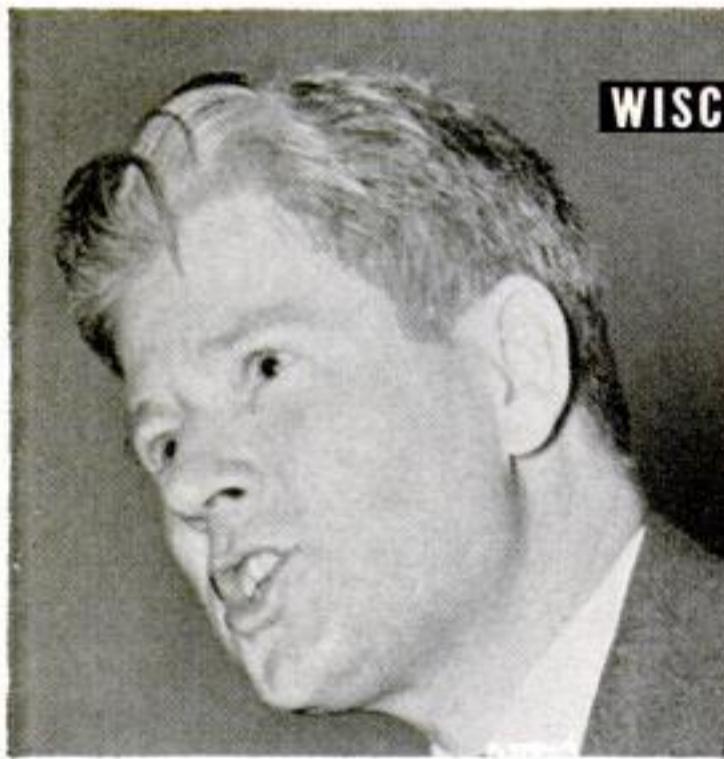
CHARLES SAWYER (D) VERSUS JOHN W. BRICKER (R)



MICHIGAN



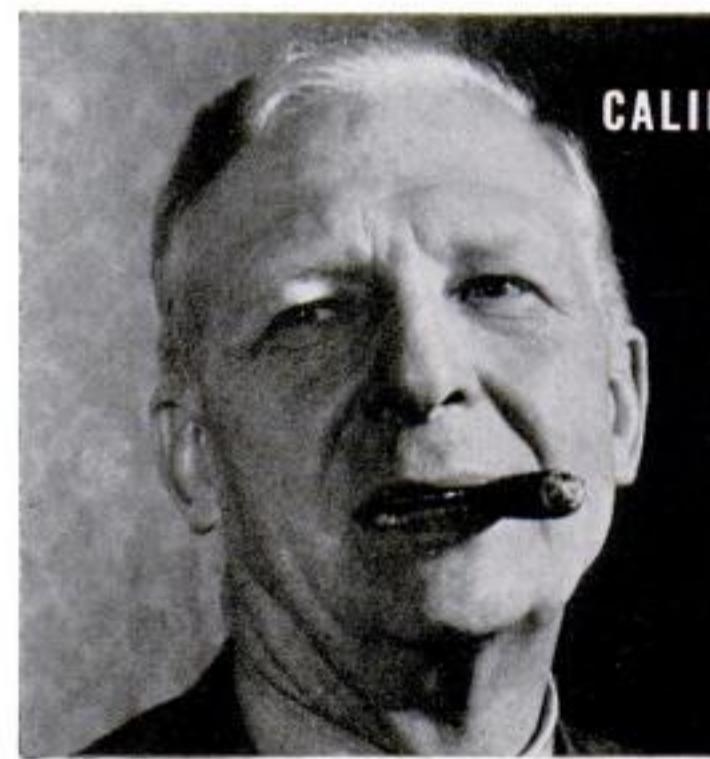
GOVERNOR FRANK MURPHY (D) VERSUS FRANK D. FITZGERALD (R)



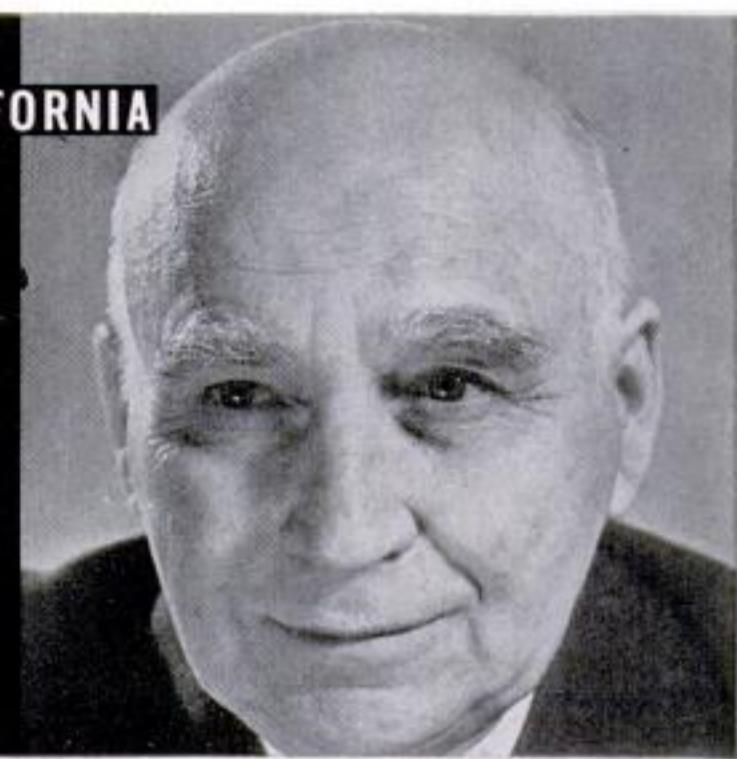
WISCONSIN



GOVERNOR PHILIP F. LA FOLLETTE (PROG.) VERSUS JULIUS P. HEIL (R)



CALIFORNIA



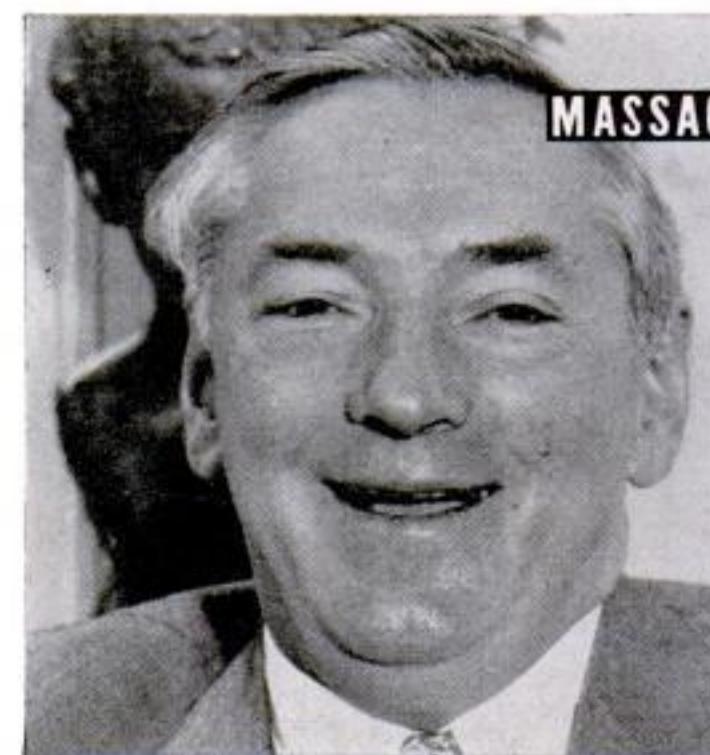
CULBERT L. OLSON (D) VERSUS GOVERNOR FRANK F. MERRIAM (R)



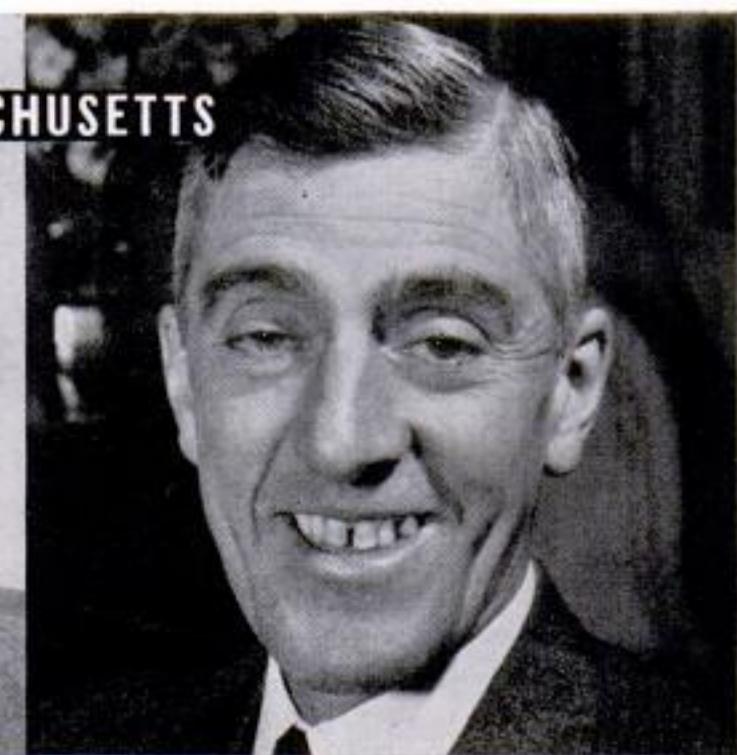
MINNESOTA



GOVERNOR ELMER A. BENSON (F-L) VERSUS HAROLD E. STASSEN (R)



MASSACHUSETTS



JAMES M. CURLEY (D) VERSUS LEVERETT SALTONSTALL (R)

On the radio Tuesday night, and in Wednesday papers, these are the men to watch. They are running neck & neck in key States. Their fights are most likely to make or blight national reputations, tip the national political balance. **New York.** Here the chance of a Republican victory which would electrify the nation. No other win could give the G.O.P. so great a boost toward a comeback as this in the nation's No. 1 State. In "Governor Dewey," the Republicans would have a Presidential possibility with real political sex appeal.

**Pennsylvania.** Here the worst mudslinging of the campaign, with both sides shouting charges of graft, bribery and corruption. Recapture of the No. 2 State, its ancient stronghold, would help the G.O.P. almost as much as winning New York, make colorful Arthur James a national figure.

**Ohio.** Here the antagonism of farmers for Labor may return a pivotal State to the G.O.P. column. Republican Bricker wins rural cheers by hammering at Democrat Sawyer's C.I.O. endorsement. All newspaper polls show Bricker in the lead.

**Michigan.** Here the class struggle is clearest-cut. Labor is solidly behind New Deal Governor Murphy, Capital solidly behind his Republican opponent, former Governor Fitzgerald. Major issue: Murphy's leniency to the auto Sit-Downers of 1937.

**Wisconsin.** Here the hopes of famed Phil La Follette and his new-born National Progressive Party are sorely threatened. Progressive Phil won in 1934 and 1936 because opposition votes were split between Democratic and Republican candidates. This year conservatives of both major parties seem likely to unite for Republican Heil.

**California.** Here the screwiest campaign of the year. Democrat Olson preserves a friendly aloofness toward "\$30 Every Thursday" while Republican Governor Merriam embraces Townsendism. Favorite: Olson.

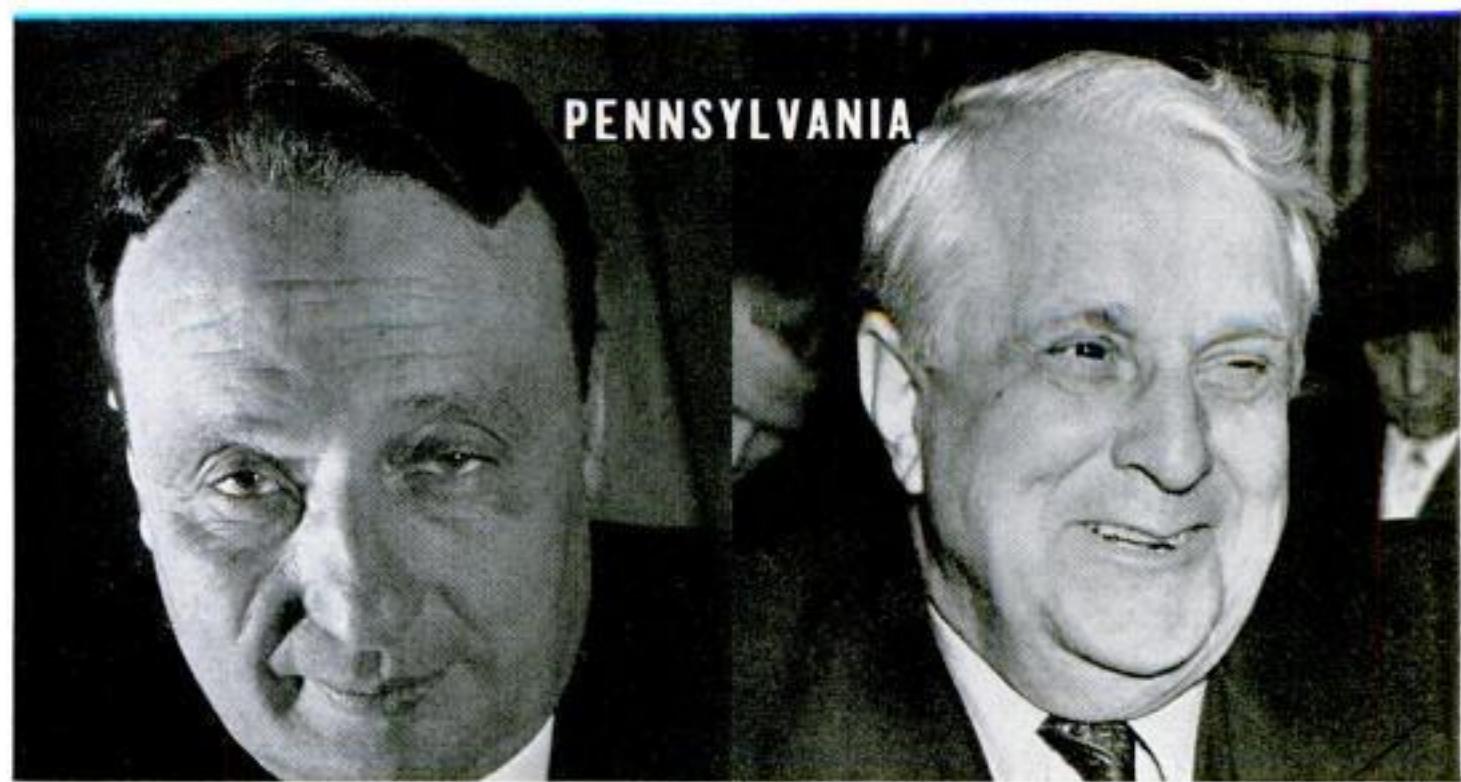
**Minnesota.** Here the reign of the Farmer-Labor Party may be ended. Charges of Communism fly against Governor Benson. The right wing of his party threatens to bolt to young, vigorous Republican Harold Stassen (see p. 16).

**Massachusetts.** Here a Republican blueblood is testing his political mettle against a crafty Irish Democrat who knows all the tricks (see p. 15).

# CANDIDATES FOR THE U.S. SENATE WHO HAVE HOTTEST FIGHTS



SENATOR ROBERT F. WAGNER (D) VERSUS JOHN LORD O'BRIAN (R)



GEORGE H. EARLE (D) VERSUS SENATOR JAMES J. DAVIS (R)



SENATOR ROBERT J. BULKLEY (D) VERSUS ROBERT A. TAFT (R)



WILLIAM H. J. ELY (D) VERSUS W. WARREN BARBOUR (R)



SENATOR GUY M. GILLETTE (D) VERSUS LESTER J. DICKINSON (R)



SHERIDAN DOWNEY (D) VERSUS PHILIP BANCROFT (R)



SENATOR GEORGE MCGILL (D) VERSUS CLYDE M. REED (R)

The New Deal, especially as it affects the contestants' own State, looms as the biggest issue in races for the Senate. To see how the wind is blowing for the New Deal in eight important States, watch these Senate contests.

**New York.** Here the National Labor Relations and Social Security Acts are under heaviest fire. Their sponsor, Senator Wagner, stands pat on them. Republican O'Brian, an able liberal lawyer who is serving the New Deal as special counsel for TVA, demands amendments.

**Pennsylvania.** Here WPA corruption is the No. 1 issue as New Dealer Earle fights for his political life against scandalous charges. If he wins through, he can thank the New Deal and Labor. Both A.F. of L. and C.I.O. support him.

**Ohio.** Here started the highest-toned campaign of the year, with Taft and Bulkley temperately discussing the New Deal in a series of face-to-face "Lincoln-Douglas" debates. Each debater is ending up by charging the other with illegal campaign expenditures.

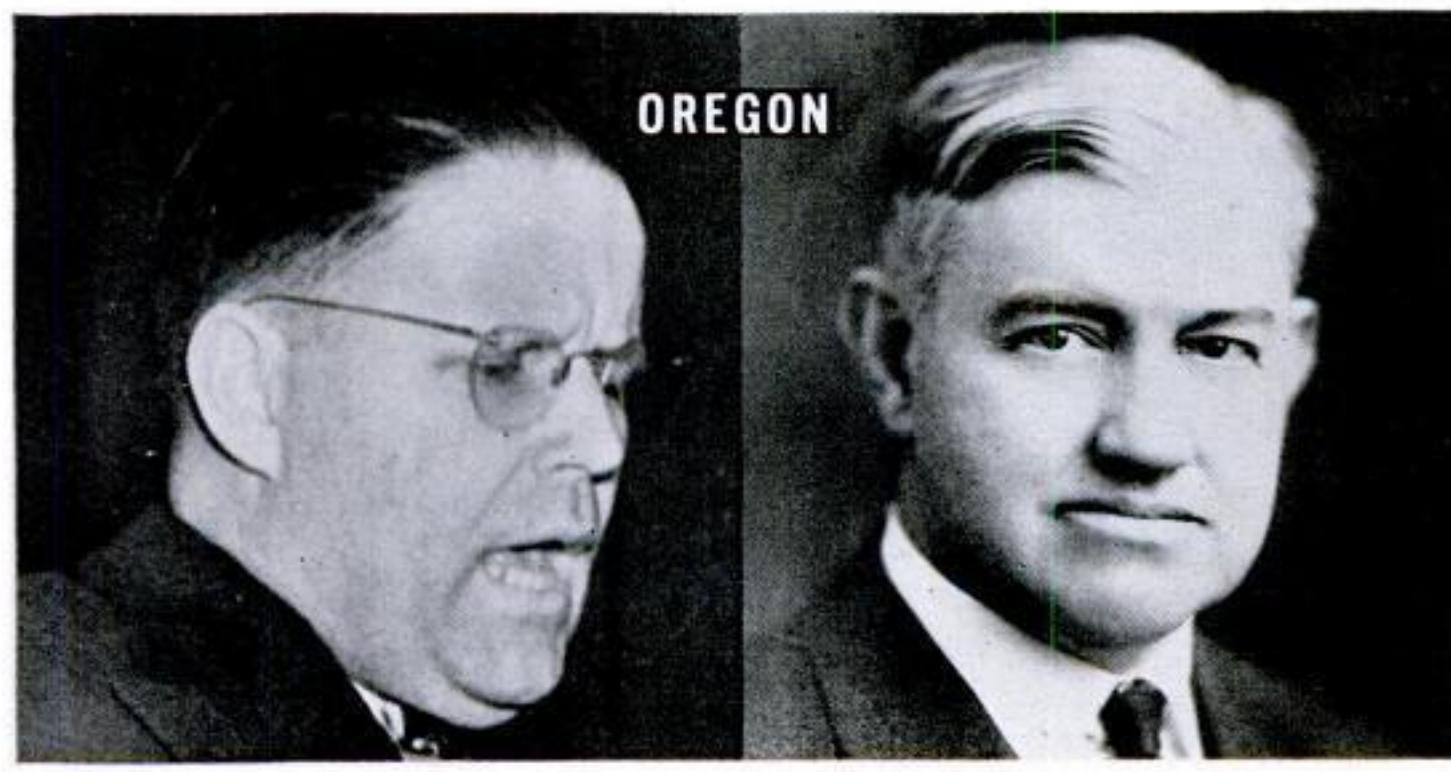
**New Jersey.** Here the New Deal has made a deal with Boss Frank Hague for support of ex-State WPA Administrator Ely, who has pledged himself to be a 100% New Deal stooge. Haters of Hague and stooges may put ex-Senator Barbour, a liberal Republican, back in the Senate.

**Iowa.** Here the Presidential Purge backfired by making something of a hero out of Senator Gillette, its first survivor. But with AAA discontent rife in Secretary Wallace's home State, ex-Senator Dickinson is making a strong fight, attacking Gillette as a New Dealer at heart.

**California.** Here Democrat Downey, ardent New Dealer and ex-Townsend and EPIC leader, is tagged with "\$30 Every Thursday" though he has straddled on it since his nomination. Republican Bancroft, best pear-grower in the State, supports a proposed anti-picketing amendment, feared and fought by Labor.

**Kansas.** Here wheat-growers, irked by low prices and AAA crop restriction, may replace colorless Democratic Senator McGill with ex-Governor Reed, oldtime liberal who denounces New Deal spending and centralization as well as AAA.

**Oregon.** Here old-age pensions are to the fore. Democrat Mahoney and Republican Holman are both eagerly wooing Townsendite vote. Favorite: Mahoney.



WILLIS E. MAHONEY (D) VERSUS RUFUS C. HOLMAN (R)

CONTINUED ON NEXT PAGE

## CAMPAIGN TECHNIQUES OF 1938: SOUND TRUCKS, PRETTY GIRLS, HILLBILLY MUSIC



**The bandwagon**, here dressed up like an elephant for a G.O.P. parade in Lawrence, Kan., is an old-time feature of American campaigns. From it has evolved the campaign sound truck, pioneered by Huey Long. In Pennsylvania a brash preacher-politician now stumping with a super-loudspeaker parks his truck on a hilltop, bellows at an entire town.



**"The Broomstick Shag"** is an invention of Republicans in Omaha, Neb., campaigning to oust Democrats with the motto: "Clean Out the Courthouse." Pretty girls make lively campaign pictures. This year Republicans, shaking off old-time stodginess, have been notably apt in using socialite sympathizers to pictorial advantage.



**The performing hillbilly** is the prime new character introduced to politics by the 1938 campaign. High-flying oratory used to be enough entertainment for campaign

crowds, but the radio changed that. After the spectacular gubernatorial victory of Lee ("Please Pass the Biscuits, Pappy") O'Daniel in Texas, scores of candidates grabbed

guitars, or hired guitar-players, and said it with music. Above: Democrat Stuart Hamblen (center), a professional radio hillbilly singer, campaigns for Congress in California.

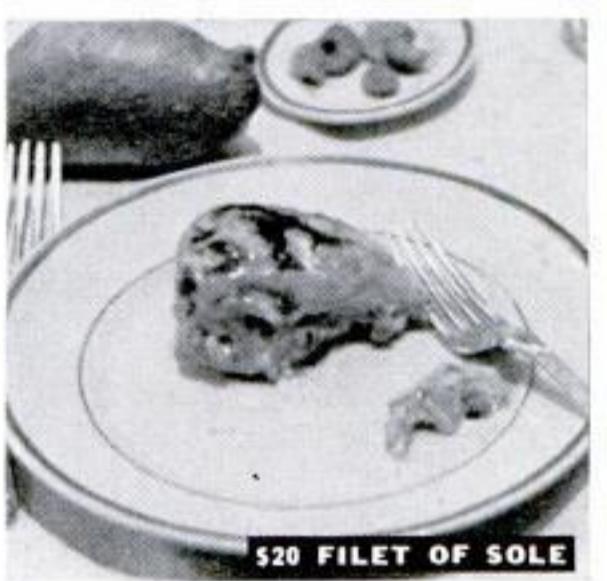
## IN BOSTON DEMOCRATS EAT A \$100 "HARMONY" DINNER . . .



\$20 SEAFOOD COCKTAIL



\$20 TURTLE SOUP



\$20 FILET OF SOLE



\$20 SIRLOIN STEAK



\$20 ICE CREAM

The \$100-a-plate dinner, invented by James A. Farley to eat up the Democratic deficit, is now used to ease campaign contributions out of office-holders and friends. Above: a \$100

"harmony" dinner in Boston on Oct. 23 and three of the 813 diners: Chairman Farley (center); the Democratic candidate for Governor, ex-Governor Jim Curley (right); his

ticket-mate for Lieutenant Governor, James H. Brennan (left). Notably absent were Democratic Governor Hurley & friends whose disaffection may cost Curley the election.

## . . . WHILE A REPUBLICAN BLUEBLOOD LUNCHES ON THE FISH PIER



The common touch is what thoughtful Republicans say their Party lost during the complacent 1920's. Above: a Boston blueblood, Leverett Saltonstall (seated, shaking hands), Jim

Curley's opponent for Governor of Massachusetts, cultivates the common touch in the Cosmo Lunch on the Boston Fish Pier, Oct. 27. Oldtimers marveled, said it was

the first time a candidate for Governor had ever eaten on the Pier. Boston Blueblood Henry Cabot Lodge Jr. beat Curley for the Senate in 1936 by just such shrewd politics.

CONTINUED ON NEXT PAGE

(continued)

## FROM THIS STOCK COMES A NEW REPUBLICAN FACE IN THE WEST



**William August Stassen & wife**, born Elsie Agnes Mueller, gave their son Harold his mixed German-Norwegian-Czech

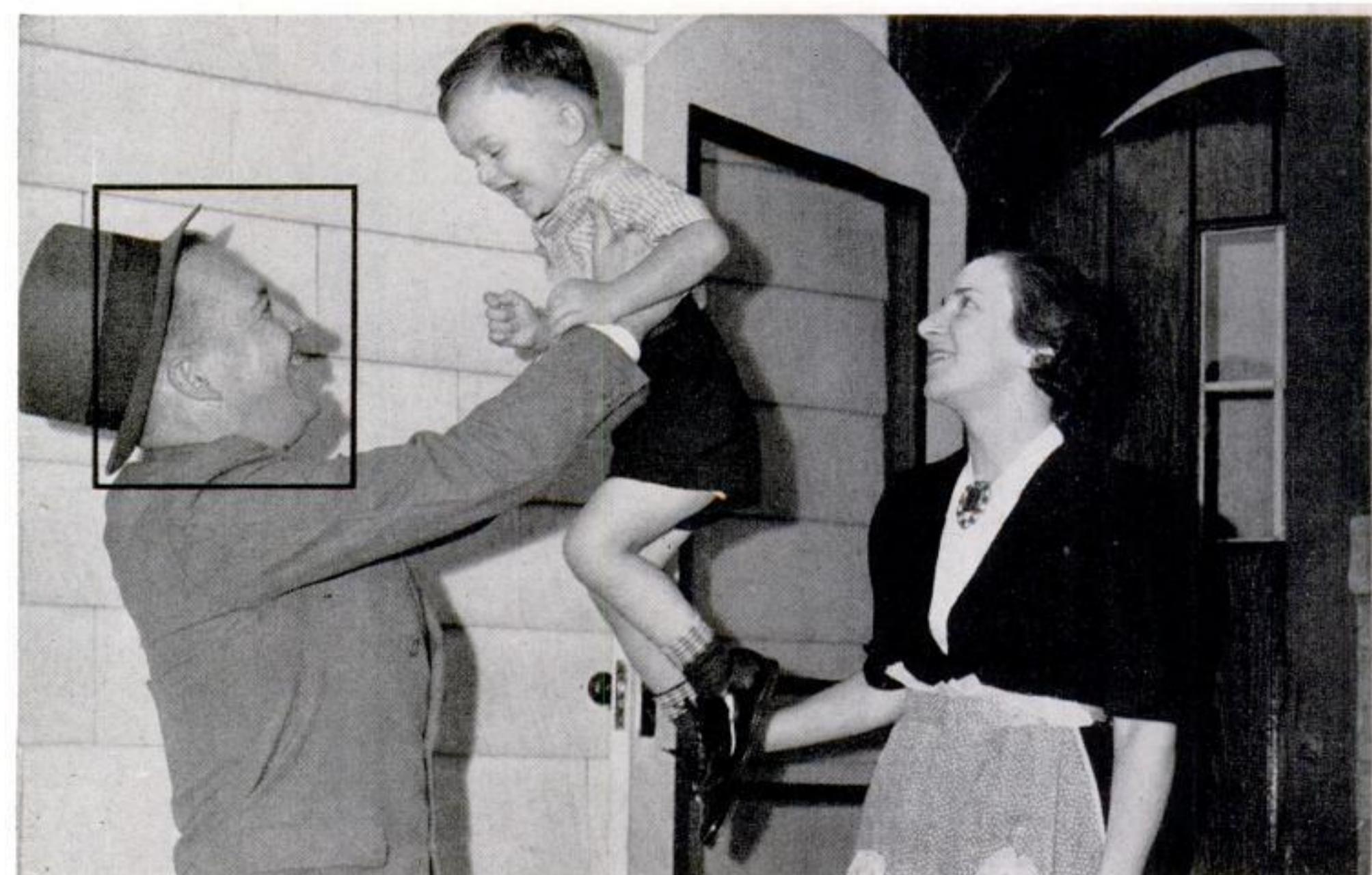
blood. The senior Stassens still live on the Dakota County, Minn., farm where the Republican candidate for Governor

was born and reared. Their three other sons are respectively a sheet-metal worker, a milk-wagon driver, a grocer.

### Minnesota's Harold Stassen is 31

**R**epublican resurgence has been the big news of the 1938 campaign. What its results will be for this election cannot be told until the votes are counted. One fact, though, gives promise that this year's revival is not the dying spurt of a superannuated Party, but the beginning of a sustained comeback. That fact: the G.O.P.'s new faces.

Nowhere has the Republican Party been more discredited of late years than in Minnesota. Its Old Guard survivors have gone suspect as tools of "The Interests" while Minnesota masses voted the Farmer-Labor ticket. This year a strapping 31-year-old lawyer named Harold E. Stassen, who, like New York's Dewey, had won his spurs as a prosecuting attorney, burst into the Republican primary talking liberalism, surprised dopesters by winning the nomination for Governor. Farm-reared and veteran of jobs as grocery clerk, bookkeeper, bakery worker and sleeping-car conductor while he worked his way through the State University, Stassen has made a strong bid for the votes of farmers and Labor. Meantime his Farmer-Labor opponent, Governor Elmer Benson, has been beset by Party dissension and charges of radicalism.



**Harold E. Stassen** has a wife named Esther, a two-year-old son named Glen, lives in a five-room bungalow in South

St. Paul. He is 6 ft. 2 in. tall and weighs 210 lbs. He likes outdoor sports: hunting, target-shooting and fishing.

## FROM THIS STOCK COMES A NEW REPUBLICAN FACE IN THE EAST



**The late Alfred Gwynne Vanderbilt and wife**, born Ellen French, gave Son William his wealth and breeding. They were

divorced in 1908. Later Father Vanderbilt sired George and the current Alfred Gwynne Vanderbilt by a second

wife. Mother Vanderbilt is now Mrs. Paul Fitz Simmons, Republican National Committeewoman from Rhode Island.



**William H. Vanderbilt**, great-great-grandson of the Commodore, has a pretty, politically active wife named Anne

and twin daughters aged 8. He likes horses and farming and has turned his estate at Newport into a model farm.

### Rhode Island's Vanderbilt is 36

**W**illiam H. Vanderbilt, candidate for Governor, lists himself in *Who's Who* as a "capitalist." Despite that, dopesters give this democratic, popular young man a good chance of beating Governor Quinn on the issue of Democratic extravagance and corruption.

The simultaneous emergence of a Stassen and a Vanderbilt in the G.O.P. dramatizes the fact that, historically, each of America's two major political parties has included all kinds and classes of people, nearly all shades of political opinion. Inside each party, as in the nation itself, there has been a constant tug-of-war between conservatives and liberals, rich and poor, causing the party to veer sometimes one way, sometimes another, but resulting in the long run in the kind of compromise which is the essence of democratic government. Thus each party has served as a reasonably acceptable alternative to the other when the people wanted a change. It is this tradition which has been imperiled since 1932 by virtual one-party government, with the ruling party threatening to split itself and the country into straight Liberal and Conservative camps. A revived Republican Party would restore the balance.

# LIFE ON THE NEWSFRONTS OF THE WORLD

## America satisfies its urge for peaceful self-expression as its leaders worry over war

Mid-autumn America presented a busy and bustling scene, with most of the people paying most attention to affairs of everyday life and enjoyment. This was shown in the pictures that came out of the week. They reflected America's fastest-growing and most diverse urge: the urge for self-expression. For more than 150 years a major form of self-expression in America has been politics, a great game which this fall is being played hard but without the bitterness of 1936 (see pp. 11-17). In the grim and bitter game of world politics, which

Americans were glad to watch from the sidelines, the axis of interest shifted back from Europe to Asia (see pp. 29-32). Japan, having taken Hankow, grew ruder towards the Western powers, intimating that she would end the open-door policy in China and take that country's vast trade almost entirely to herself. The State Department firmly reminded Japan of her treaty obligations to give the U. S. equal trading rights, hinted trade reprisals if treaties were broken.

Politics aside, the day-to-day forms of American self-expression were brightly evident. Art critics complained that there were too many art shows in New York—80 in a single week—but the public gave them gentle rebuke by flocking to a modern sculpture show in Brooklyn (see p. 4), to another in Chicago. The Broadway theater, off to a fine start, already had several smash hits, expected more to come in from try-outs (see p. 53). The world of music fretted and fumed over Swing. The Archbishop of Dubuque called it "cannibalistic" and the President of the Bach Society of New Jersey asked the FCC to bar radio stations from "swinging" Bach. But this greatest current form of musical self-expression moved blithely on in its golden age as Swing's No. 1 critic and apologist visited America (see p. 45). Far from madding throngs at theaters or nightspots, more Americans than ever set themselves down in marshes to express themselves by shooting at more ducks than there have been for years (see p. 24). And the

numbers and cheers of football fans grew greater as the season tightened, Notre Dame beat Army, Northwestern beat Minnesota, Pittsburgh, led by the great Marshall Goldberg, beat Fordham. Most widespread of all forms of self-expression, at least among women, is dressing up. In the U. S. the Up-swept Hairdress had attained the status of a national issue, brought on a boom in earrings (LIFE, Oct. 31) and ear muffs (see p. 42). Mrs. Roosevelt announced she was plumping for upswept hair, but displayed a compromise halfway between the old and the new.

That even movie stars feel the need of self-expres-



GOLDBERG



HEPBURN

sion was proved when Katharine Hepburn spoke at the *Herald Tribune* Forum in New York, attacking the timidity of the screen, pleading for pictures which, like *The Citadel* (see p. 35), give honest presentation of contemporary problems. In introducing her, Mrs. Ogden Reid, vice-president of the *Tribune*, nominated Miss Hepburn for Scarlett O'Hara in the movie of *Gone With the Wind*, intimating the suggestion was Author Margaret Mitchell's choice. Politely, Miss Mitchell denied this, said she had no preferences.

**Call to rearm.** The great storm of rearming in Europe was felt as a ground swell in the U. S. Speaking to the *Herald Tribune* Forum, President Roosevelt said that "Peace by fear" and a rearming world would force the U. S. to arm itself. On Navy Day, he called for a Navy which would insure "positive protection against any aggressor." Assistant Secretary of the Navy Charles Edison went further, cried for a navy which would be "invincible." Assistant Secretary of War Louis Johnson, who virtually runs the War Department, made rearmament capital out of industrial headlines. Breaking the news that U. S. utility companies would spend \$2,000,000,000 for new equipment, Mr. Johnson said that they would concentrate expenditures in areas important in making war materials and munitions. A few skeptical utility men pooh-poohed the announcement, said that the money would be spent in the normal course and manner of business, was nothing to get excited about.



JOHNSON

**\$8,500,000,000 Spurned.** The American Medical Association, whose 110,000 members represent most of the doctors in the country, has become increasingly bitter at the New Deal and its attempts to "socialize" medicine. Last July, at the Government-sponsored National Health Conference, the proposal was made that the U. S. spend \$8,500,000,000 over the

next ten years to aid State medical care among the low-income groups. The A.M.A. came out fiercely against it. At the American Public Health Association meeting last week, the proposal was put forth again, with a special plea for help in fighting infantile paralysis. The A.M.A.'s inevitable

spokesman, Dr. Morris Fishbein, once again spurned this immense grant of money to medicine. "Until we learn more about it," cracked the spokesman-doctor Oct. 28, "any program which contemplates prevention of infantile paralysis is a bogus campaign."

**Hitler.** Americans, generally better informed about Europe than most Europeans, watched the fascinating, tightening cat-play of Adolf Hitler with eastern Europe. Ominous German headlines raged at Lithuania's city of Memel and the German Diet of Memel promptly demanded autonomy. Germany

added a trade pact with Yugoslavia to those just concluded with Turkey, Poland, Bulgaria and Greece. But the world spotlight narrowed on the eastern end of Czechoslovakia which Hungary wants back. When Czechoslovakia was strong, Hitler was in favor of giving this to Hungary. Now that Czechoslovakia is completely under Germany's shadow, he wants Czechoslovakia to keep some of it. For it contains a people related to the Ukrainians, now divided among the U.S.S.R., Poland and Rumania. These people under German inspiration could be made the fuse for a great Ukrainian "self-determination" campaign. Hitler could make no end of trouble in eastern Europe with them. Furthermore, by refusing Hungary concessions now, Hitler badly hurts Hungary's present anti-Nazi regime, helps Nazism considerably in Hungary. Last week the Hungarians sadly agreed to German-Italian arbitration.

Germany began the direct assault on the British Empire itself with a blast from Hitler's close friend and colonial expert, General Franz Ritter von Epp: "Our claim is to all our former colonies." Anticipating just this, South Africa's Defense Minister Oswald Pirow was consulting with Portugal's Premier Salazar. Both now have pieces of Germany's pre-War colonial empire.



VON EPP

**PICTURE OF THE WEEK**

→

Britain's King George VI last week named his youngest and most frivolous brother, the Duke of Kent, Governor-General of Australia, to take over a year from now. This was not the most cheering possible news to the Duchess of Kent, for whom Australia's drear new capital of Canberra can never produce such a setting as that Her Royal Highness queened over Oct. 18 (see opposite page). It was a ball to reopen the Assembly Rooms at Bath, made famous by 18th Century Beau Nash and Booth Tarkington's *Monsieur Beaucaire*. The Ball was on Beau Nash's 264th birthday. At right center (marked with coronet) is the Duchess, wearing super-smart lobe earrings and black lace gloves as well as a black lace hoop-skirt. She is dancing with the fifth Marquess of Bath, whose family had nothing to do with Bath. In left rear are dancing the Duke and Duchess of Beaufort.



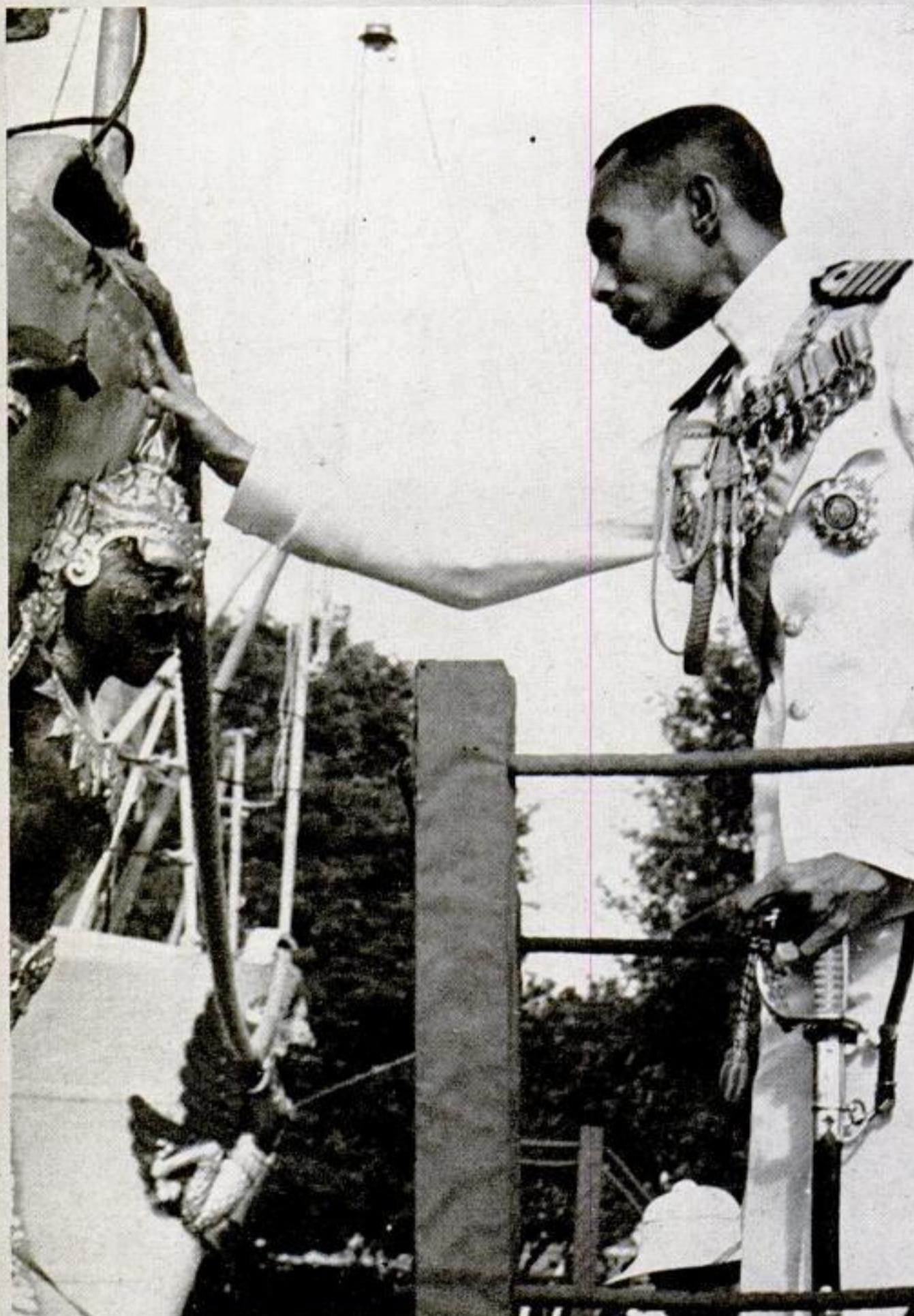
FISHBEIN



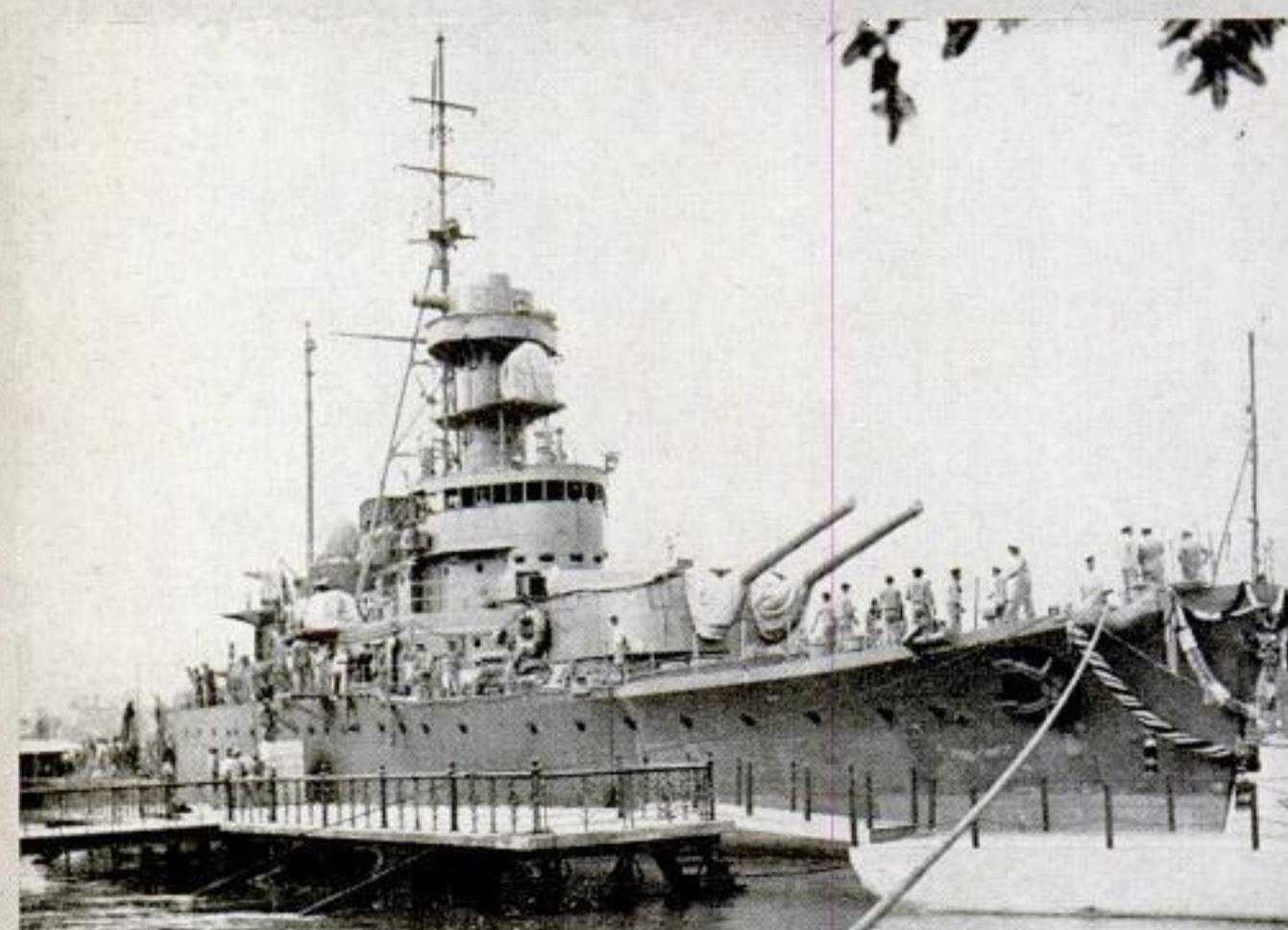
The Duchess of Kent has a fling before exile



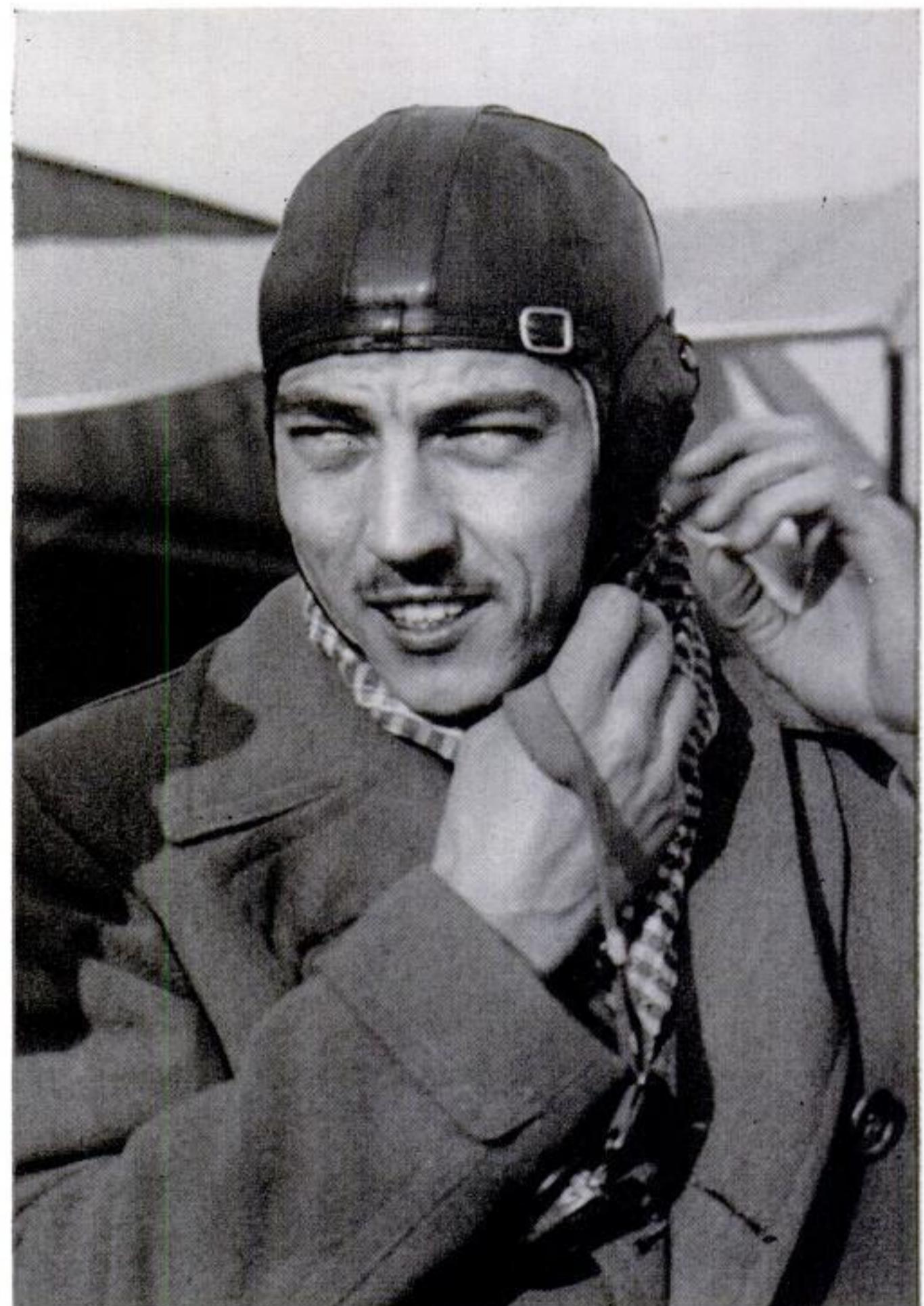
## SIAM BUYS NEW NAVY FROM JAPAN AND GIVES BRITAIN MORE JITTERS



It was an unpleasant jolt to the British when, on Oct. 5, there steamed into Siam's capital of Bangkok a whole new Siamese Navy made-in-Japan. Two 2,200-ton coast-defense ships sporting four 8-in. guns (*below*) bore on their bows strange Siamese devices. There were also ten other smaller ships, all ceremonially anointed and commissioned by Prince Aditya (*above*), president of the Council of Regents for 13-year-old King Ananda. Siam is too close for comfort to Britain's great naval base at Singapore. If Japan should build a canal across the Siamese isthmus, it would end Singapore's dominance of the trade routes to the East.



## BOURBON PRETENDER BREAKS EXILE URGES MONARCHY TO SAVE FRANCE



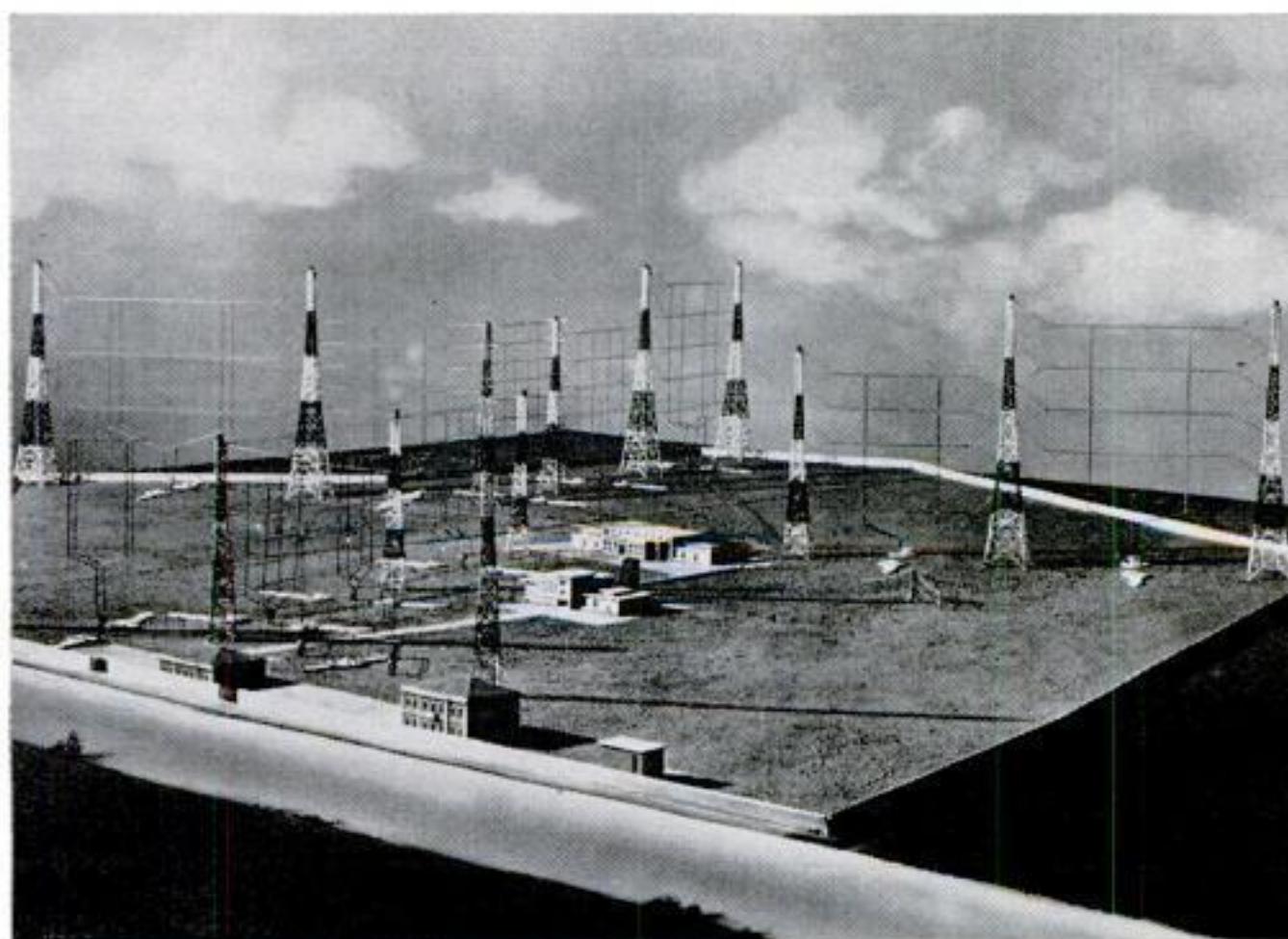
If the Bourbon-Orleans dynasty still bestrode the French throne, the king would be 64-year-old Due de Guise. The Dauphin would be tall, thin, blue-eyed Prince Henri, Comte de Paris (*above*). Under the law of exile, male members of their royal house are barred from Republican France. But on Oct. 21 a private plane zoomed down from Belgium, landed the Comte near a country house in Normandy. There to selected newshawks he read a manifesto deplored the "humiliation of Munich" and urging restoration of the monarchy to save France from decay and dictatorship. Toasts were drunk (*below*), and the Comte flew back to his castle home.



## ITALY REARS A TOWER OF BABEL TO SPREAD FASCIST PROPAGANDA



For the 16th Anniversary of the March on Rome, Mussolini opened on Oct. 29 a monster short-wave broadcasting station which will look like the model below. At Prato-Smeraldo just outside Rome, it has two transmitters with 100-kw. power, two others with 50 kw.; more may follow. Prato-Smeraldo thus equals Moscow and Britain's great Daventry. It will be able to send out Fascist propaganda in all the languages of the world to the farthest corners of the world, filling at least four wave-lengths. What this Tower of Babel will say will be the job of Italy's counterpart of Germany's Goebbels—Minister of Popular Culture Dino Alfieri (above).



## SWEDEN'S GUSTAF ADOLF SAMPLES VIKING BREW AT SVEA ORDEN FETE



In Stockholm on Oct. 19 Sweden's spry 80-year-old King Gustaf Adolf V tipped a symbolic horn, sipped a mawkish dram of mead in observance of the 145th Anniversary of Svea Orden, a patriotic and charitable society founded by a Swedish naval officer on Oct. 19, 1793. Originally its members called themselves "Inhabitants of Gibraltar." Nobody remembers why. Svea Orden means Order of Mother Sweden—Svea being the Swedish equivalent of Britannia, Columbia and the like. Mead is a fermented drink made of honey and water with malt and yeast, popular in Europe during ancient and medieval times. Gustaf prefers champagne.





SECRETARY EUGENIA POPE OF WAGE-HOUR ADMINISTRATOR ANDREWS IS SNOWED UNDER BY 45,000 QUERIES AND COMPLAINTS RECEIVED FROM EMPLOYERS AND WORKERS



ADMINISTRATOR ELMER F. ANDREWS



"THIS ACT WILL BE A SUCCESS"

**Texas pecan shellers** are Administrator Andrews's No. 1 problem. No. 2 problem is the telegraph companies which balk at raising messenger boys to \$11 a week.



## AN EX-ENGINEER STARTS BUILDING U.S. FLOOR FOR WAGES, CEILING FOR HOURS

**O**n Oct. 24 the Federal Fair Labor Standards Act rose Phoenix-like from the ashes of the NRA's Blue Eagle and decree for 11,000,000 U. S. workers employed in interstate commerce a minimum wage of 25¢ an hour, a maximum work week of 44 hours. Actually only about 750,000 persons will get compulsory raises under the act, for the majority of employers affected already pay their workers more than the minimum. About 1,500,000 will get shorter hours.

One man for whom the new act means lower wages and longer hours is Elmer F. Andrews, who gave up his \$12,000-a-year job as Industrial Commissioner of New York State to undertake the overwhelming and unpopular duties of Wage & Hour Administrator at a salary of \$10,000. A civil engineer by profession, Administrator Andrews will need all his skill and experience to build a solid "floor for wages," a steadfast "ceiling for hours." In his first week in Washington thousands of letters poured in asking for information, begging exemption. So vast is the job ahead of him, so small his staff (100) and budget (\$350,000), that Andrews is obliged to put U. S. industry on the "honor system." He hopes businessmen will conform to the law "without having a club over them."

Most immediate storm center is Texas where pecan packers have been paying some 30,000 shellers (*below*) 6-7¢ an hour, vow they will close their plants rather than pay them more. Most interested observer of the new project is Columnist Hugh S. Johnson, former NRA Administrator. "I imagine that Noah, looking down on the Johnstown flood," wrote the General, "had nothing but sympathy for those he saw in the swirling waters. I certainly feel for Mr. Andrews. . . . It is just about as hot a spot as anybody could occupy. . . . This is no guess, for this is Noah speaking, and not from the final security of any Mount Ararat either, but from deep down in the wreckage of a far more ambitious attempt."

**NRA head today** is Mrs. Mildred Steinmetz, administrator of no such vast bureau as that of 1933. Her staff: eight clerks. Her job: caring for 40,000,000 documents hatched by the Blue Eagle.



EVERYBODY PHONED AT ONCE



"WHAT A JOB!"





## CHILDREN OF LAMBETH RIOT FOR A LOOK AT THEIR QUEEN MOTHER MARY

The children of Lambeth, London's monotonous and squalid slum for which the newest dance sensation, The Lambeth Walk, is named, got a half-holiday Oct. 14. Britain's most satisfying symbol of royalty, Queen Mother Mary, was coming to open a new \$400,000 extension to the Lambeth Town Hall she had helped her late husband open just 30 years ago. The children pushed, shouted and squirmed for a look at the Queen, as shown on this page. Lambeth starts right across the Thames from the Houses of Parliament. Under its grime lie: the Archbishop of Canterbury's Lambeth Palace; the grave of famed Captain Bligh of *Mutiny on the Bounty*; the Bethlehem hospital for the insane, whose mispronunciation created the word Bedlam; the Shakespearean "Old Vic" Theatre.





A CANVAS-BACK LOOKS UPON THE WORLD WITH MILD BUT EERIE VISAGE

## WILD DUCKS FILL THE AUTUMN SKIES AS NEW LAWS GIVE THEM PROTECTION

LIFE presents duck portraits in color by Francis Lee Jaques

**A**s some 800,000 Americans go duck-shooting this fall, they are finding more ducks to hunt than they have found in years. All over North America—from the Manitoba sloughs and pot-holes, where the season began in September, to the vast hunting lands in Arkansas, Louisiana and South Carolina, where the southward migration of birds permits shooting until Dec. 29—this is the greatest duck-shooting year in recent history. There are so many ducks that the U. S. season has been extended 15 days.

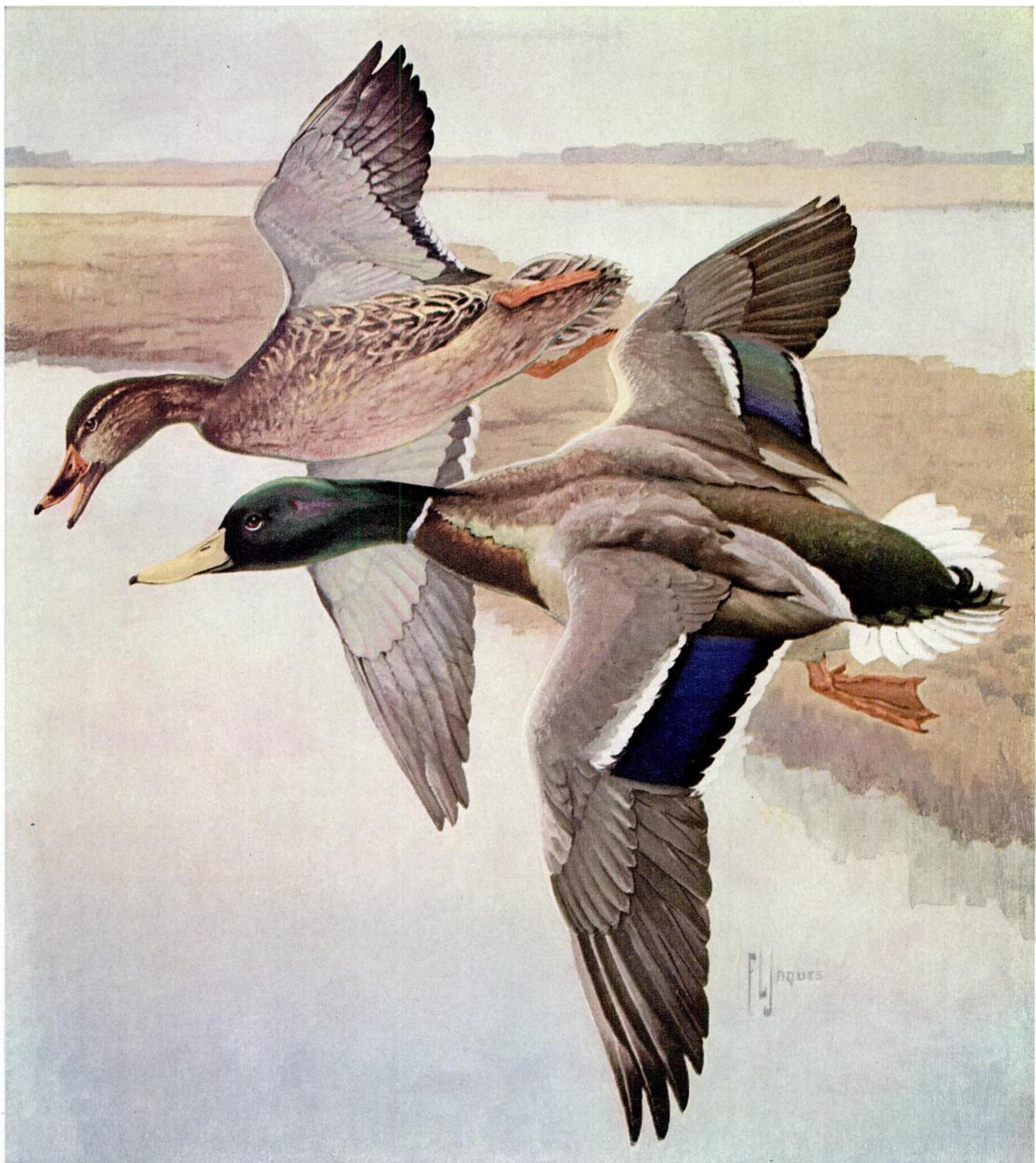
Only four years ago wild ducks seemed on the road to extinction. Duck population in North America had reached an all-time low of around 50,000,000. Farmers had drained the swampy lands where wild fowl bred. Parching droughts in the Canadian provinces of Alberta, Manitoba and Saskatchewan, in the Dakotas and Nebraska, had made dust bowls out of the ducks' feeding grounds. Murderous hunters made mock of their own sport by baiting the birds and slaughtering them by thousands. Like the passenger pigeon, which once darkened the western skies, the native American duck seemed doomed.

In the nick of time rescue work began. Through organizations like Ducks Unlimited, sponsored by More Game Birds, Inc., sportsmen and Government restored thousands of miles of breeding swamps. New regulations to control hunting were enforced by new wardens. Most important fact was that the rains came back and marshes appeared once again on the Northern plains. The ducks responded magnificently, increasing by 15,000,000 in three years.

Ornithologists as well as hunters rejoice at the ducks' new lease on life. One of them, who is also a painter, is Francis Lee Jaques, of Manhattan's American Museum of Natural History. At LIFE's request Mr. Jaques painted four plates of wild fowl, in most cases showing the male and female of each species.



THE SKIES ARE BLACK WITH DUCKS ABOVE LAKE WASHINGTON, NEAR SEATTLE. THE LAKE IS A FEEDING PRESERVE WHERE BIRDS OF ALL KINDS PAUSE ON MIGRATORY FLIGHTS



## THE MALLARD IS THE WORLD'S MOST IMPORTANT DUCK

If some wild-fowl lover wanted to raise a statue symbolizing "The Duck as a Friend of Man" there is only one duck he would choose as a model. It would be the Mallard. Most numerous of all ducks, the Mallard (*painted above*) ranges the Northern Hemisphere from the Arctic to Mexico, India, Africa. Prized by hunters, he is also admired by poultrymen because he is the ancestor of virtually every important variety of domestic duck. The Pekin, No. 1 U. S. barnyard duck, is descended from the Mallard. All in all, the Mallard ranks as the most important duck in the world and is second most important fowl in the world, running behind the Jungle Fowl, ancestor of all domestic chickens.

In wild state, the Mallard is wary of man but sociable if fed. In captivity, he quickly loses his wildness and wild grace, grows fat and waddling, forsakes monogamy for polygamy. In the U. S., Mallards live most thickly west of the Appalachians. The female has a lusty quack, audible for a mile. The drake has no quack, only a low "weeb, weeb." Drakes begin to court females in autumn, wooing them on the wing with fancy exhibitions of flying. After making her choice, the female pursues him. During mating, the drake is attentive to his female. But when incubation begins, he leaves the nest, sometimes following strange females, most often flying off with other drakes to lead a bachelor life.

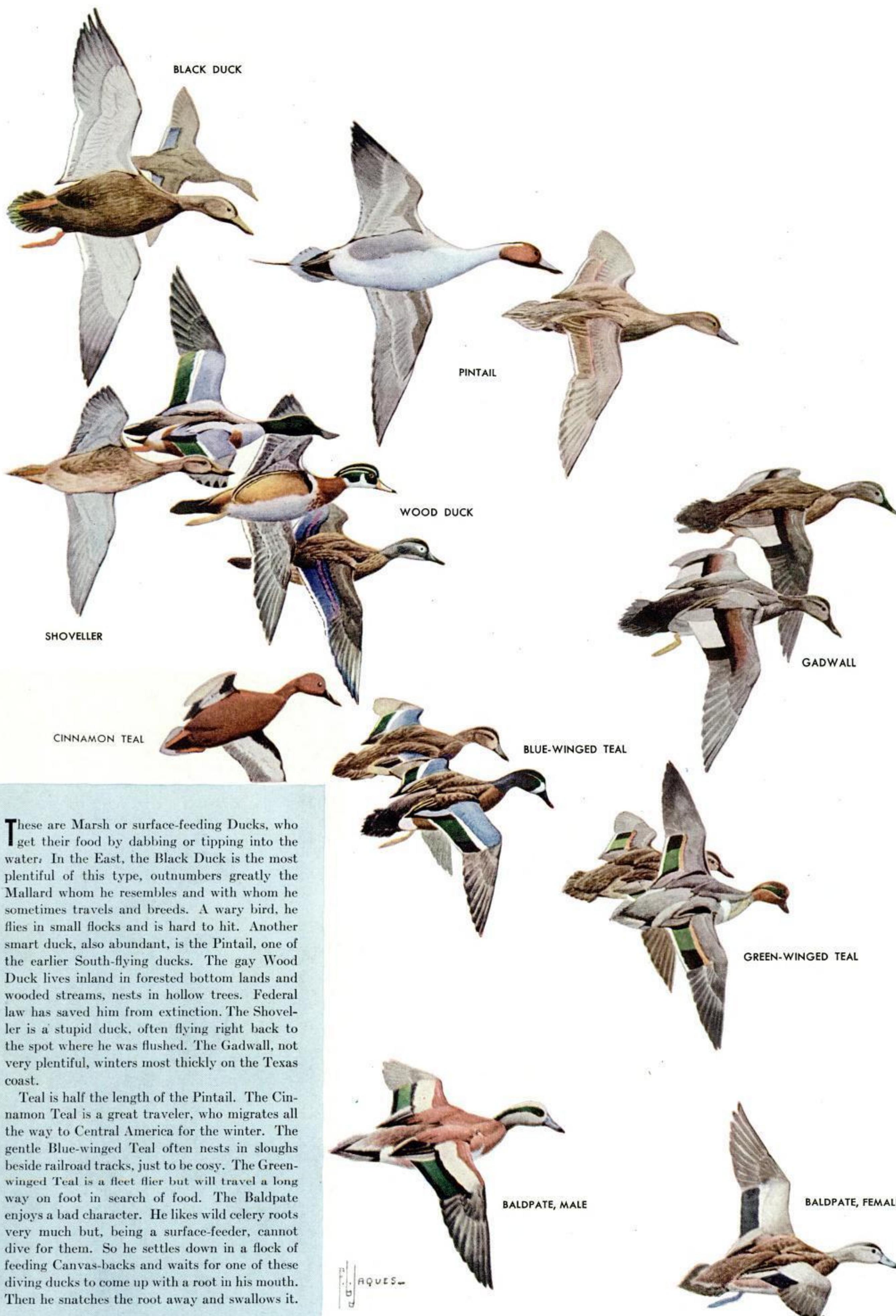
## WILD FOWL: DIVING DUCKS AND SURFACE FEEDERS



The ducks on this page are, except for Mallards, diving ducks, so-called because they dive for their food. Epicurean favorite and one of the most famous game birds in America is the Canvas-back, whose fondness for wild celery roots makes him delicious eating. The Scaup Duck also loves wild celery, stays under water as long as 60 seconds while diving for roots. The Ring-necked Duck's favorite food is water-lily bulbs.

The Redhead is an ubiquitous duck, appearing at some season of the year in almost every State. The handsome Ruddy Duck is the most constant of duck lovers. The drake (in the pairs painted here, the male is usually the brighter bird) struts outrageously while courting but is, surprisingly, a good family man. The Ruddy sometimes raises two broods a year and, contrary to duck custom, the male stays with the brood until the ducklings grow up. The Golden-eye usually wins his mate before flying north in April.

Mergansers are fish-eaters. The Hooded Merganser is very fast and the American Merganser very greedy. Sometimes he takes a fish longer than he can swallow and sits around with the tail sticking out of his bill while the head is in his stomach being digested. The Red-breasted Merganser is called "sheldrake" in New England. The Buffle-head drakes fight viciously among themselves for mates but act coy and fickle toward the females.

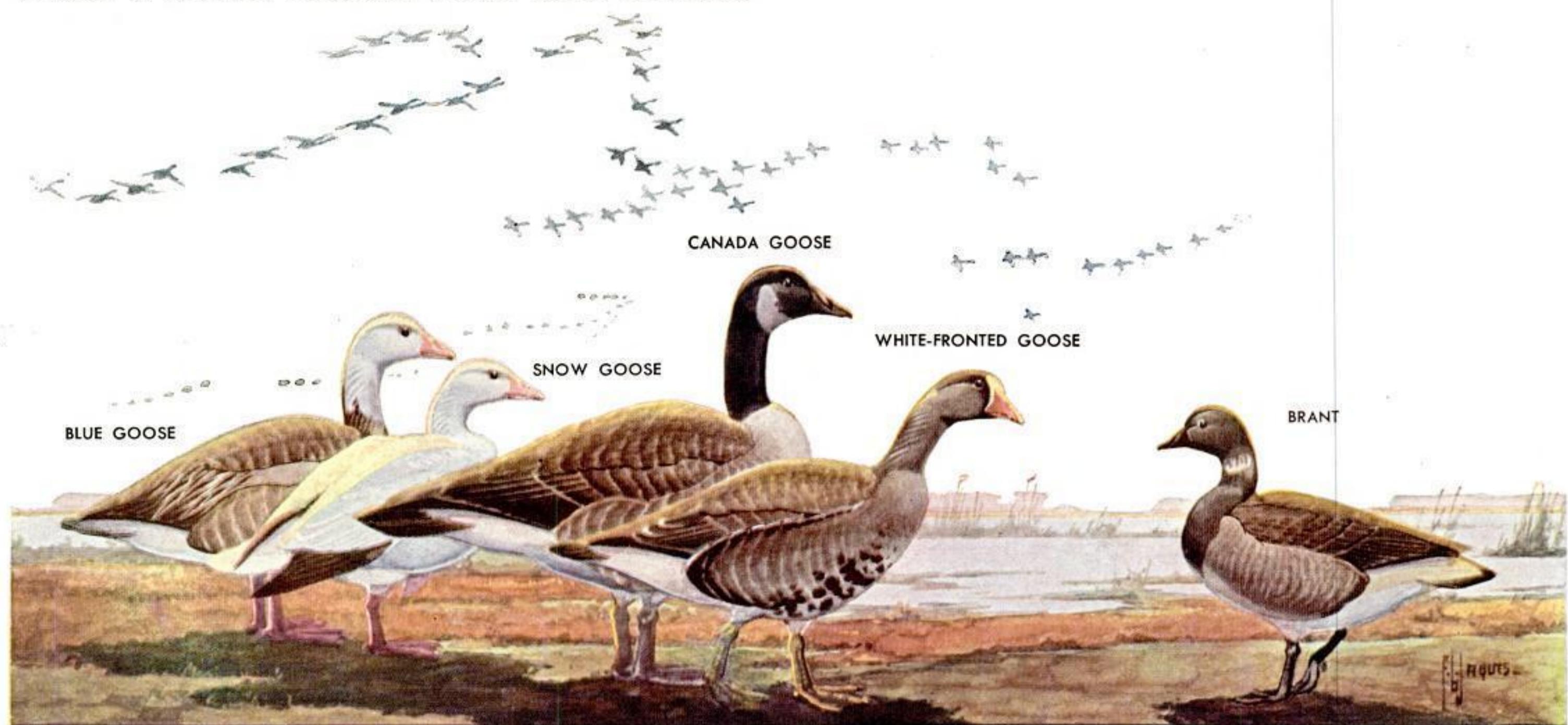


These are Marsh or surface-feeding Ducks, who get their food by dabbing or tipping into the water. In the East, the Black Duck is the most plentiful of this type, outnumbers greatly the Mallard whom he resembles and with whom he sometimes travels and breeds. A wary bird, he flies in small flocks and is hard to hit. Another smart duck, also abundant, is the Pintail, one of the earlier South-flying ducks. The gay Wood Duck lives inland in forested bottom lands and wooded streams, nests in hollow trees. Federal law has saved him from extinction. The Shoveller is a stupid duck, often flying right back to the spot where he was flushed. The Gadwall, not very plentiful, winters most thickly on the Texas coast.

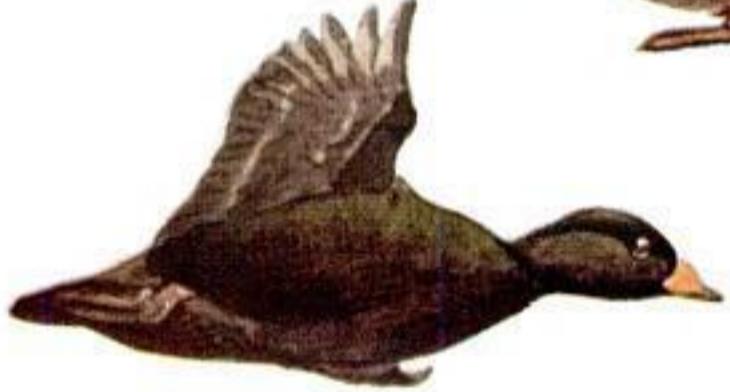
Teal is half the length of the Pintail. The Cinnamon Teal is a great traveler, who migrates all the way to Central America for the winter. The gentle Blue-winged Teal often nests in sloughs beside railroad tracks, just to be cosy. The Green-winged Teal is a fleet flier but will travel a long way on foot in search of food. The Baldpate enjoys a bad character. He likes wild celery roots very much but, being a surface-feeder, cannot dive for them. So he settles down in a flock of feeding Canvas-backs and waits for one of these diving ducks to come up with a root in his mouth. Then he snatches the root away and swallows it.

P. AQUES.

## WILD FOWL: GEESE AND SEA DUCKS



AMERICAN SCOTER



WHITE-WINGED SCOTER



SURF SCOTER

KING EIDER



AMERICAN EIDER



OLD-SQUAW

The scene at top shows five of the most common American wild geese. The Blue Goose lives in Louisiana during the winter but seeks his summer breeding grounds on distant Arctic shores. His nests have been found in southern Baffin Land. The Snow Goose flies high and silently but the Canada Goose is a noisy flier. Long before his stretched-out V-formations come into sight, his loud "honking" can be heard. A haughty and sagacious bird, the Canada Goose despises the company of other geese and keeps away from humans with guns. The White-fronted Goose has a cry which sounds so much like a laugh that he is called the "Laughing Goose." The Brant is small and noisy.

The ducks on this page are Sea Ducks, who are also diving ducks. The rare American Scoter is the only all-black duck in America. The Surf Scoter loves to fly in stormy weather. Its drake is the most faithful of all duck husbands. If his female is shot, he hovers over the spot where she fell until he is shot too. The female, however, displays no such devotion. Because the White-winged Scoter seldom deviates from straight flight, he makes easy wing shooting.

Eiders are maritime ducks, rarely found away from rocky coasts. King Eider, an exception, likes fresh water, goes inland. The American Eider is the only duck who flies with alternate flappings and soarings. The lively Old-squaw is called the only duck songbird because of his musical babble.



IN A GROVE BESIDE A WAVING FIELD OF KAOLIANG, JAPANESE STAFF OFFICERS PLOT NEXT MOVES IN THE CONQUEST OF CHINA

## JAPAN CONQUERS NORTH, SOUTH AND CENTRAL CHINA

### AND CHIANG KAI-SHEK BECOMES A "LOST CAUSE"



CHUNGKING, CHINA'S NEW CAPITAL, SITS ON A ROCKY PENINSULA, IS CALLED "JEWEL BETWEEN TWO RIVERS"

Hankow, great trade center for all Central China, fell to the Japanese Army and Navy on Oct. 25, not far behind schedule (LIFE, Oct. 17). This meant that Japan had completed the conquest of the China the modern world knows. Japan now rules Nanking, Peking, Tientsin, Shanghai, Canton, Hankow, controls all China's ports and nearly all its railways.

But there is still another China. West of Hankow rises a wall of mountains through which the great Yangtze River races down high-walled gorges (see next page). Far beyond them, 1,500 miles from the coast of China, sits the fogbound (hence hard to bomb) city of Chungking (left). Chungking (meaning Central Capital) is the trade center for some 100,000,000 Chinese in one of the most beautiful, fertile and populous areas in the world. It lies on the edge of the Red Basin of Szechuan (Four Rivers) Province. During the past six months scores of great Chinese corporations have hauled their factories piece by piece up river to Chungking and even further to Kiating. Hither too have come the faculties and student bodies of eight great Chinese schools to join Chungking's own young university on the bamboo-shaded shore. Over 15,000 tons of machinery have arrived in Chungking this year. Last August all the bureaus of the Chinese Government quit beleaguered Hankow for Chungking. Last week, at last, Generalissimo Chiang Kai-shek and his Wellesley-educated wife climbed into a plane and flew the 600 miles up the Yangtze to Chungking too. Chiang announced that he would keep on fighting, that he had 1,000,000 crack troops, 2,000,000 second-line and provincial troops. From Szechuan Province alone he could mobilize 6,000,000 men with ease. Szechuan has bought \$17,000,000 worth of Chinese liberty bonds.

In the picture at left, facing south, the city goes on climbing up hills off to the right. The Rivers Yangtze (background) and Kialing (left) sometimes rise as much as 90 ft., flood the riverside shacks.

CONTINUED ON NEXT PAGE

(continued)

Page 30



The Gorges of the Yangtze become China's last defense



**One way out** of Szechuan Province is directly southward to French Indo-China. Only last January Generalissimo Chiang, by pushing his workers desperately, finished the rebuilding of this new motor road (*above*) south to the French railway.

**Other way** is by the new road southwest to British Burma, branching off from the old "Silk Road" toward Soviet-dominated Sinkiang Province and the far borders of the U.S.S.R. Hordes of workmen are now busy pushing this road through.



## CHINA'S CHIANG KAI-SHEK RETREATS TO THE HILLS



LATEST PICTURE OF CHIANG, IN BAMBOO GROVE

The world waits now to see whether China and its Generalissimo Chiang Kai-shek have the moral and material stamina to go on fighting Japan. Not many people have the courage to be a "Lost Cause." And Chiang's prospects are now worse than were ever those of the American Revolution's George Washington. Chiang Kai-shek has heretofore shown himself a man of remarkable courage and resolution. He proved, while kidnapped by Communists at Sian two years ago, that he is not afraid of death. He is a converted Methodist who has now for solace the examples of tribulation in the Christian Bible. And his wife is not only the Methodist who converted him but an idealistic product of American women's schools.

The place the Chiangs have gone has been cut off from China proper since the beginning of time by the 5,000-ft. Yangtze gorges shown on the opposite page. Today flat-bottomed, shallow-draught river steamers breast the rapids, stagger all the way to Chungking 600 miles above Hankow. At Chungking last week were the Chiangs, nearly all China's officials, a mob of Chinese students, the pick of China's businessmen, the chiefs of the Army and U. S. Ambassador Nelson Johnson. Meanwhile some 1,000,000 of Chinese soldiers worked their way up the Yangtze in junks and along the banks, falling back from Hankow.

Said a Chinese general: "China's greatest traitor is the Yangtze River. The Yellow River flooded when we needed it. But the Yangtze has dropped so low it cannot flood the Japanese now."

Chiang gave voice to no such idle regrets. Japan's War Minister Itagaki has declared individual war on him. Said Hankow's conqueror, General Shunroku, "Large-scale resistance is ended."

Chiang is now completely bottled up in China's West, with small hope of getting supplies from eastern seaports. His main chance of getting outside help depends on the two roads shown at left. These represent China's Back Door, which Chiang has been getting ready to open for years for use in just such an emergency. Those tortuous "lifelines" lead over difficult mountain country, one of them south to the French railhead in Indo-China, the other southwest to British-owned Burma and west to Red Russia.

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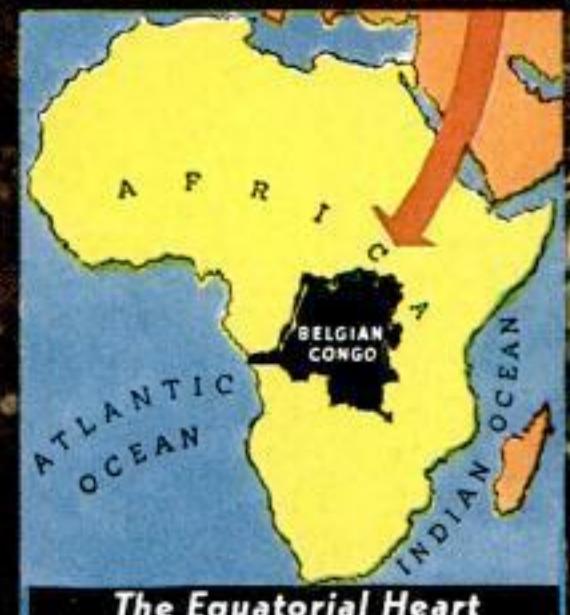
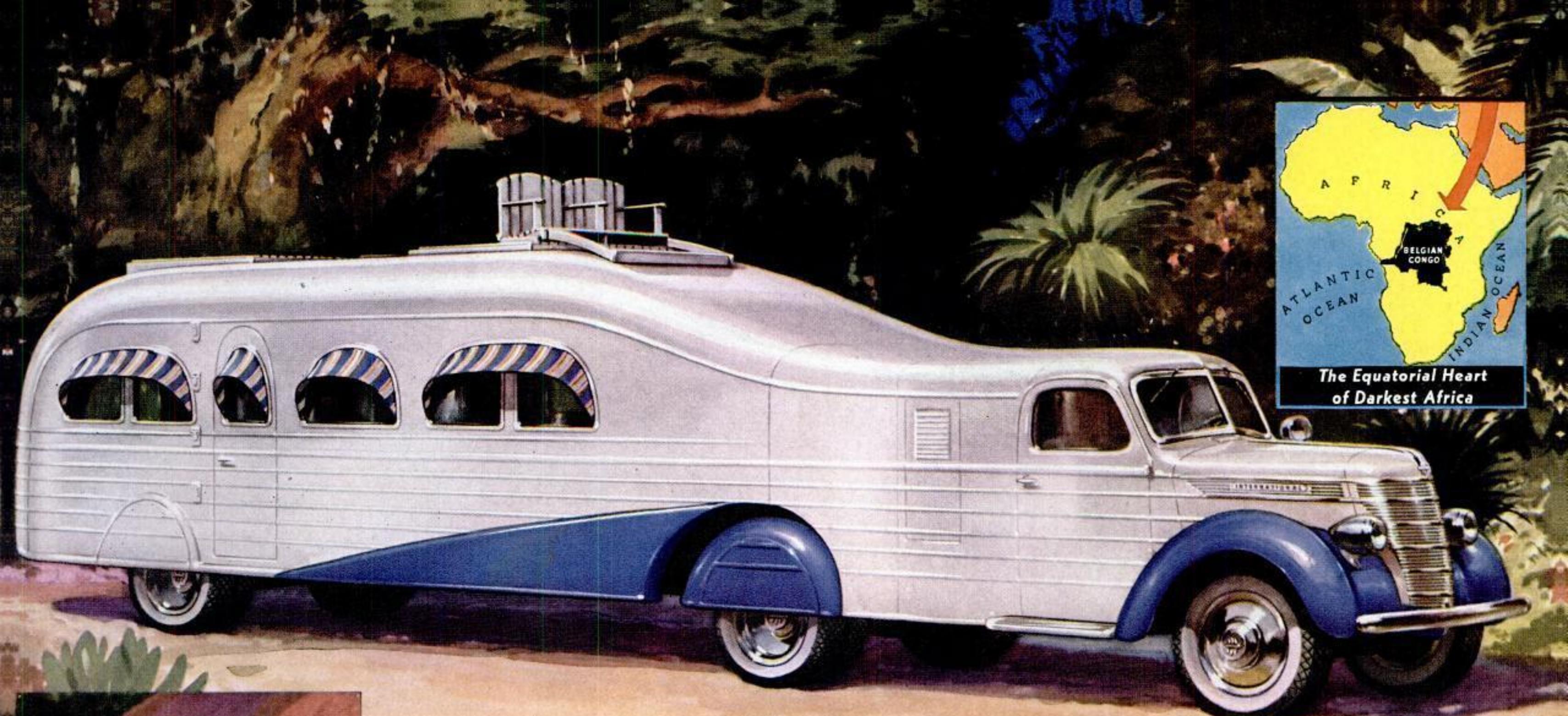
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## JAPAN PRAYS FOR 450,000 DEAD

The Japanese heard about the fall of Hankow with a strange, cold apathy. "Victory Extras" hawked on the streets of Tokyo sold poorly. The Japanese public has not warmed to the Army's China adventure. After each victory this Japanese mother goes to Tokyo's ancient Asakusa Temple to pray for the soul of her son, one of the 450,000

killed in China. (Japan's World War dead were 300 men.) To attract his attention, she claps her hands three times and calls out his name. Then she burns incense sticks. Jizō, the Buddhist deity of children, hears her prayer. To rally Japan, Premier Prince Konoye is now moving to abolish opposition parties, set up a virtually Fascist government.

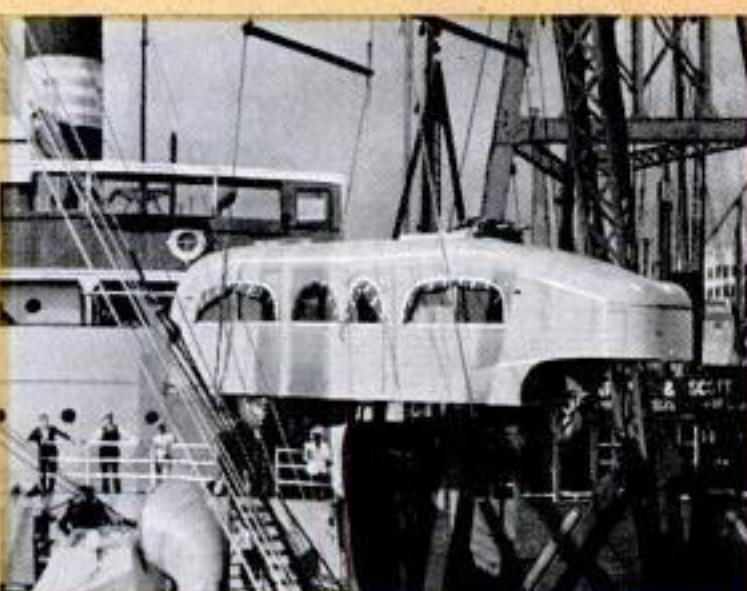


# INTERNATIONAL TRUCKS chosen for COMMANDER GATTI'S

## "Jungle Yachts"



Commander and Mrs. Gatti on their 9th expedition, which is described in "Great Mother Forest" published by Chas. Scribner's Sons.



The trailers and the fleet of International Trucks are loaded on the freighter bound for Africa.



Two streamlined trailers make five-room home on base-camp location.



Three more International Trucks in the Gatti expedition fleet.

THE celebrated explorer, Commander Attilio Gatti, who has spent thirteen years of his life in the African wilderness, is again at the border of the Belgian Congo, outfitted and equipped for the greatest adventure of his career. During the next year, while the Commander and his wife roam over the immense heart of the equatorial jungle, they will center their operations around their "Jungle Yachts."

The nucleus of the Tenth Gatti African Expedition is a de luxe apartment on wheels—two streamlined trailer units designed by Count Alexis de Sakhnoffsky and powered by International Trucks. Other Internationals will serve the complex needs of the project over an area one-third as large as the United States, and largely unexplored.

*Commander Gatti says about his fleet of International Trucks:*

"... On our automotive power hangs the success of our venture in the jungle trails and mountains of Africa. We had to

have as power cars the very, very best on the market. And we had to have other reliable trucks to carry our great stock of supplies and provisions, our precious movie and photo equipment, our camp, etc. We could not risk the irreplaceable results of months of hard work.

"For this, however, we did not have to make any new research. The many years I have spent in Africa and the 100,000 miles I have already made there with trucks and cars of a dozen different makes have taught me enough. Without hesitation I let experience decide and I took all International Trucks. I know they will give us great service for the major transport and as liaison units for the various parts of our caravan."

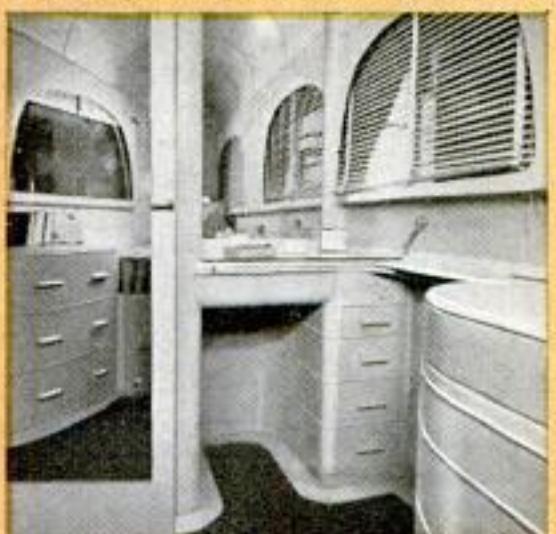
International Harvester will be glad to mail you, on request, an illustrated booklet completely describing this modern expedition into Africa.

INTERNATIONAL HARVESTER COMPANY  
(INCORPORATED)  
180 North Michigan Avenue Chicago, Illinois

International Truck sizes range from  $\frac{1}{2}$ -ton to powerful 6-wheelers.



Observation-living room, showing library, bar, and the Commander's desk.



One of two luxurious bedrooms. Electric lighting is indirect throughout.



Electric kitchen that would do justice to the Gatti penthouse on Park Avenue.



Bathroom in black tile. Full-length tub and fittings in superb color harmony.

# INTERNATIONAL TRUCKS



True in 1865... truer today!

Back in 1865, from the humble cabins of the Western frontier to the stately mansions of the Atlantic seaboard, Paul Jones was known as a great American whiskey. And it's better than ever today. Have you tried it? It is magnificent!

Paul Jones is a blend of straight whiskies, 90 proof, made by Frankfort Distilleries, Incorporated, Louisville and Baltimore.

**Paul Jones**

It's DRY... and every drop is WHISKEY!

**Paul Jones**  
Blend of  
Straight Whiskies.  
FRANKFORT DISTILLERIES INCORPORATED



YOUNG ANDREW MANSON (ROBERT DONAT) FEELS PROUD OF BEING A DOCTOR WHEN HE BRINGS A PREMATURELY-BORN CHILD TO LIFE

## MOVIE OF THE WEEK:

*The Citadel*

A Scotch doctor's honest novel about medical evils becomes a powerful film

Dr. A. J. Cronin, author of *The Citadel*, lives quietly with his wife and baby, Andrew, at his home near Sussex Downs.

Twenty years ago a young Scot, "freshly hatched from medical school," set up practice in a dismal valley of the depressed Welsh mining district. Blunt, honest and earnest, he soon ran into trouble. He found the miners mired in poverty and ignorance. He found the health officials discouraged, corrupt or downright incompetent. He found "the noblest profession in the world" reduced to a routine bordering on quackery, peddling worthless pills and nostrums in lieu of painstaking diagnosis. Later, while he was a medical inspector for the Ministry of Mines, he wrote a paper on "Dust-Inhalation by Haematite Miners."

Removed to London, the young Scotsman acquired a new, more lucrative practice. But here again he was dissatisfied with the profession to which he had dedicated his fiercely idealistic nature. He found fashionable Harley Street physicians more concerned about tailors than patients, bedside manners than science. He found them pandering to the neuroticism of rich women, splitting exorbitant fees, neglecting the poor for whom there was neither adequate care nor hospitals. "Our medical system is as dead as a doornail," he wrote in disgust; and of Harley Street he said: "If half this famous thoroughfare were bombed out of existence tomorrow, medicine . . . would be better off."

In 1930 the Scottish doctor took a long vacation and, for the fun of it, wrote a novel. A long gloomy melodrama, *Hatter's Castle* was picked up by the English book-of-the-month society and became a best-seller. Young Dr. Archibald Joseph Cronin now gave up practice to become a writer.

Last year his fifth novel appeared. Though he disclaimed all reference to real people or places, *The*

*Citadel* was obviously autobiographical. His hero, like himself, came fresh from a medical school to the grim Welsh mines. Like himself, he struggled fruitlessly against ignorance and official corruption. Like himself, he left Wales, went to London, eventually built up a good practice. But in depicting his colleagues on Harley Street, Dr. Cronin laid about him with such dogged anger and scorn that the dust has not yet settled. Conservative medical society officials promptly called the book "mudslinging." Reviewers called it "the most vigorous demolition of anything since Dickens." Anti-vivisectionists attacked it for its espousal of animal experiments. Heatedly Dr. Cronin insisted that every line exposing the "rotten pretentious humbuggery that deludes trusting people" was true.

*The Citadel* was translated into eleven languages, sold over half a million copies, became one of the bestsellers of the year. Now screened in an English production by Metro-Goldwyn-Mayer, it makes as blunt and honest a picture as it was a book. Given a meaty part to sink his teeth in, British Star Robert Donat makes a superb study of the uncompromising doctor who eventually falls for money and humbuggery; Rosalind Russell a moving characterization of the wife who labors at his side, suffers to see him slip. Critics turned to it in relief from empty melodramas and giddy comedies which, says Howard Barnes of the *New York Herald Tribune*, have made of the cinema "the ostrich of the arts . . . doing next to nothing to reflect contemporary thought and feeling."

THE  
CITADELA great novel about a doctor  
by a doctor who is a great novelistBY  
A. J. CRONINAuthor of *THE STARS LOOK DOWN*

CONTINUED ON NEXT PAGE



1 Into the depressed areas of Wales comes Andrew Manson, fresh from a Scottish medical school. When he finds a typhoid epidemic among impoverished miners, he helps another young doctor blow up an ancient sewer that is leaking into the village water supply.



2 Fuming with anger, he stalks into the village school to condemn the teacher who permitted child from a measles-stricken family to attend class. But the pretty teacher (Rosalind Russell) orders him out. Later he apologizes, finds himself in love with her.



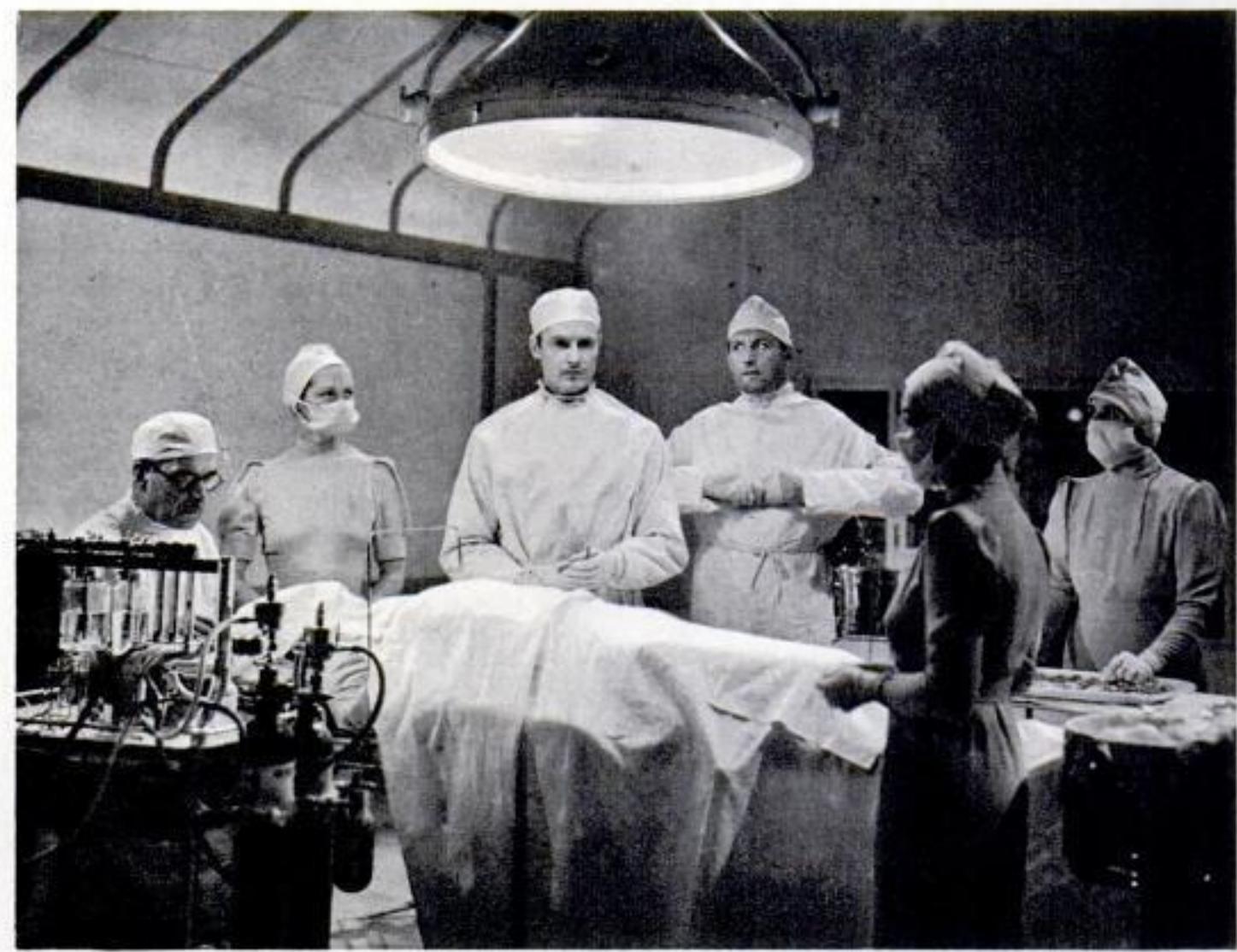
3 A mine cave-in sends the doctor, now on the payroll of a miners' medical-aid society, underground. He regains popularity among the Welshmen, suspicious of his "new-fangled" methods, when he amputates a miner's arm, gets him out before roof crashes.



4 On trial before the miners' committee (above) for vivisection, Andrew tells them he experiments with guinea pigs to detect the effect of dust on their lungs. He lashes at them for drowning his animals, quits his job when they insist he cease experiments.



5 Starving in London, Andrew is glad to earn the seven shillings sixpence this woman pays him to have her ears pierced. But soon he meets medical-school pals, acquires a syrupy bedside manner and abandons his principles, becomes a prosperous practitioner.



6 A terrible awakening comes to Andrew when he calls in a fashionable surgeon, with whom he has been splitting fees, to operate on an old friend. The surgeon bungles and his friend dies. Andrew goes off to start an experiment in socialized medicine.

NOVEMBER, 1938

# LISTEN



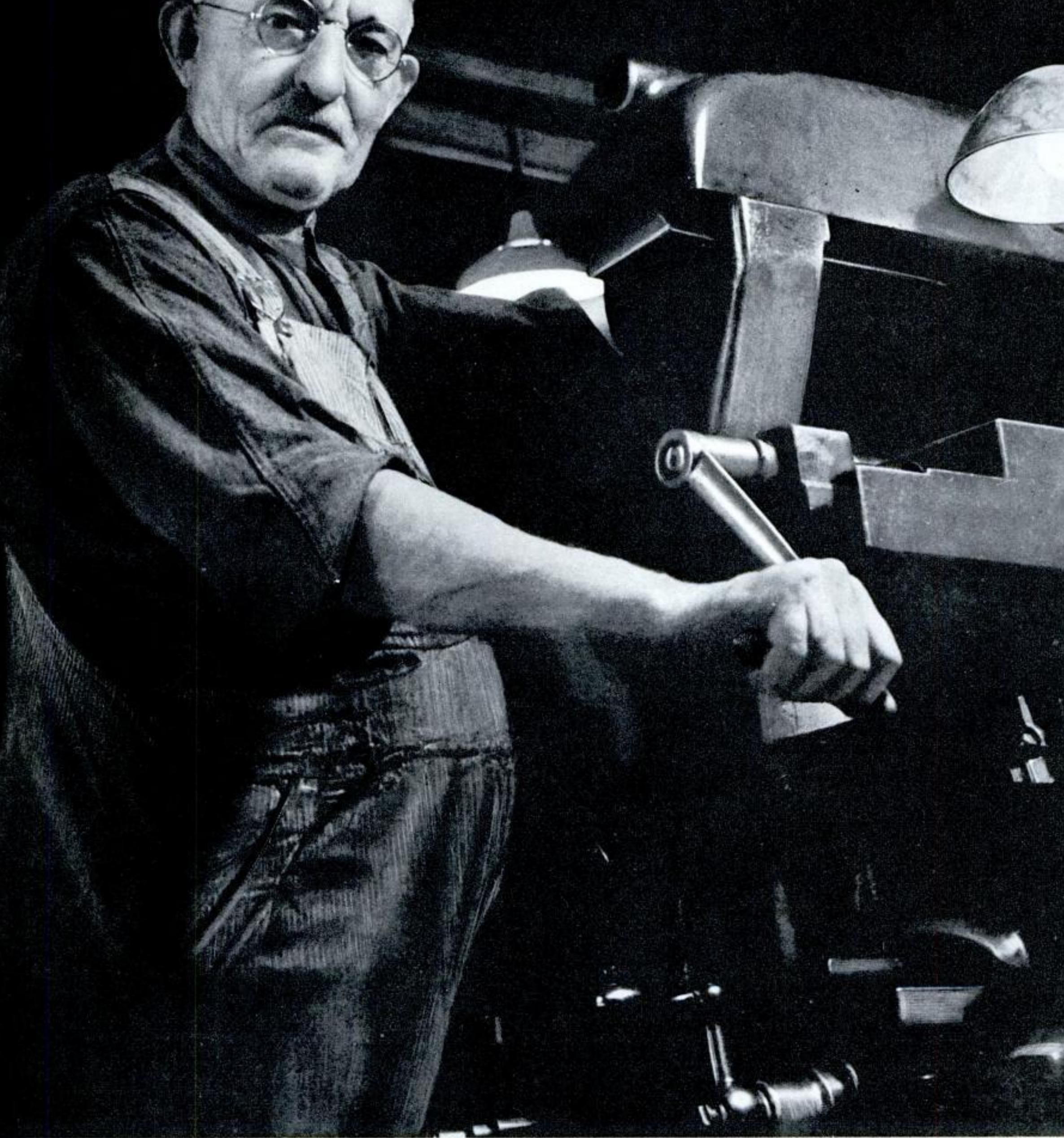
*A 5-Page Advertisement of the Radio Corporation of America*

No. 16



Below is lively veteran C. L. Aaronson, whose career with Victor began in 1898, eight years before Nipper, world-famous Victor dog, became official Victor trade mark. Now both join in

40th Anniversary celebration. Since 1898 Victor workers have received hundreds of millions of dollars in wages and salaries.



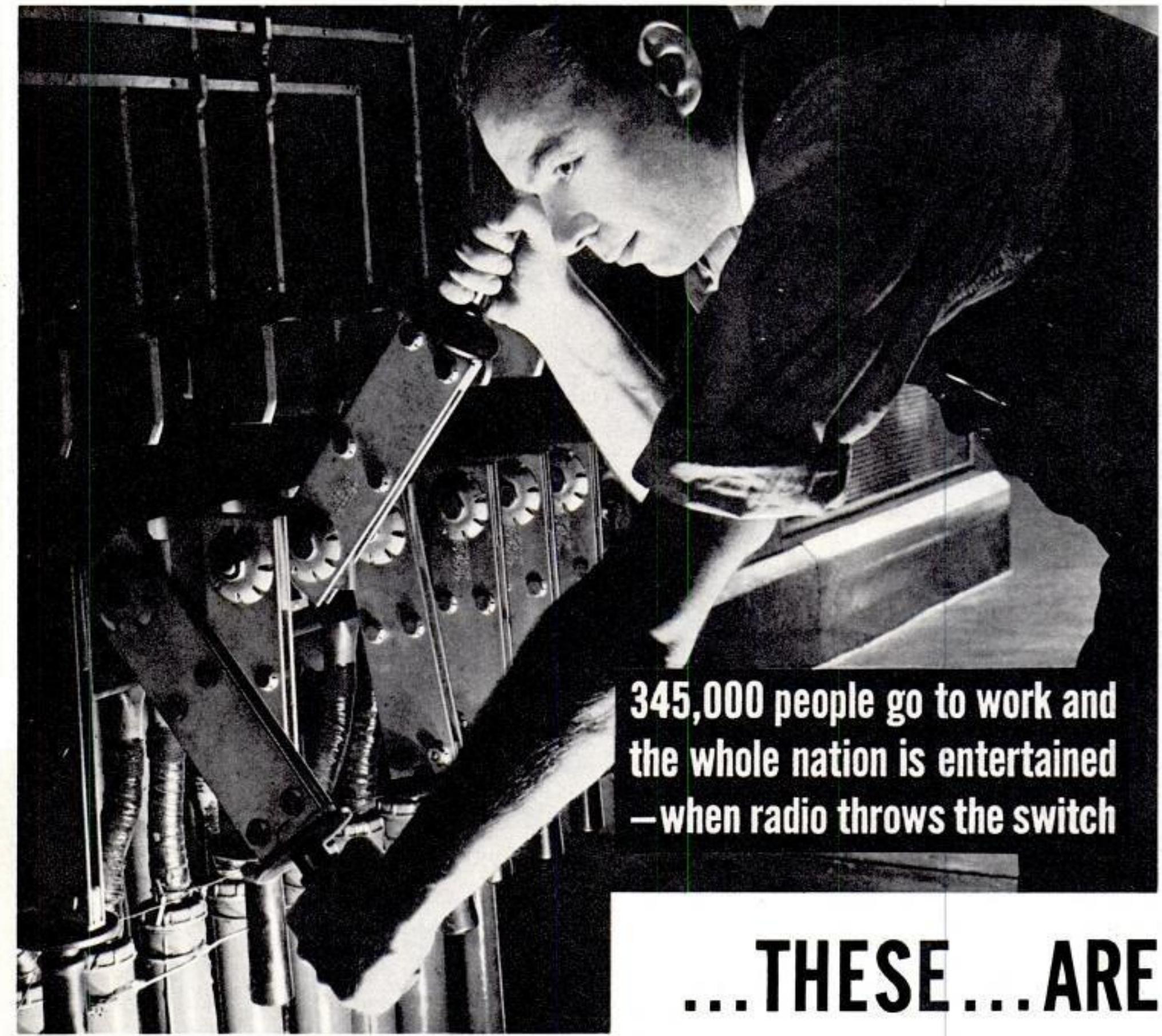
## RADIO'S SERVICE TO EMPLOYMENT



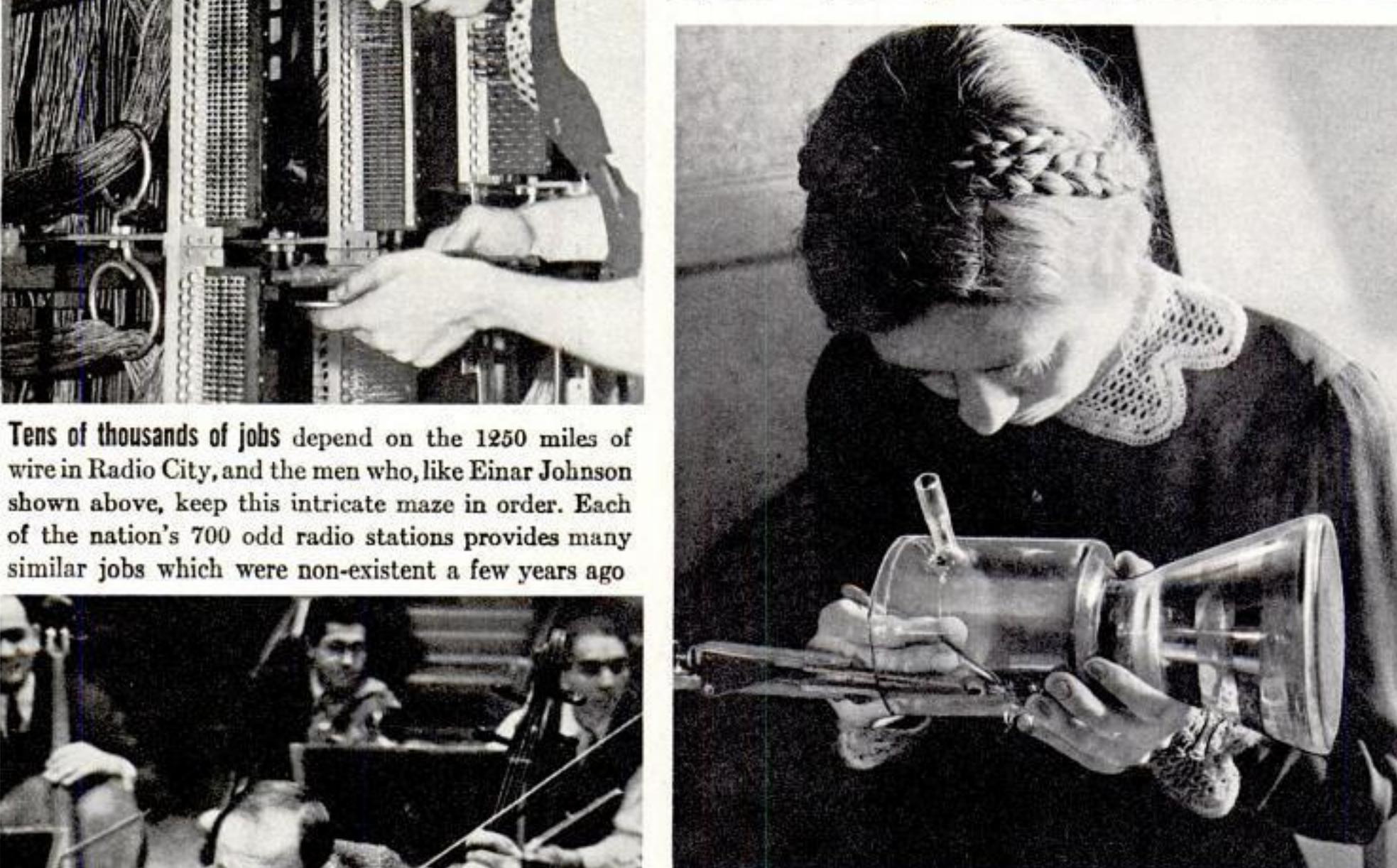
Wireless has many a wireman—Above is one of the workers who helps to keep the NBC networks' land lines clear.



Tens of thousands of jobs depend on the 1250 miles of wire in Radio City, and the men who, like Einar Johnson shown above, keep this intricate maze in order. Each of the nation's 700 odd radio stations provides many similar jobs which were non-existent a few years ago



345,000 people go to work and  
the whole nation is entertained  
—when radio throws the switch



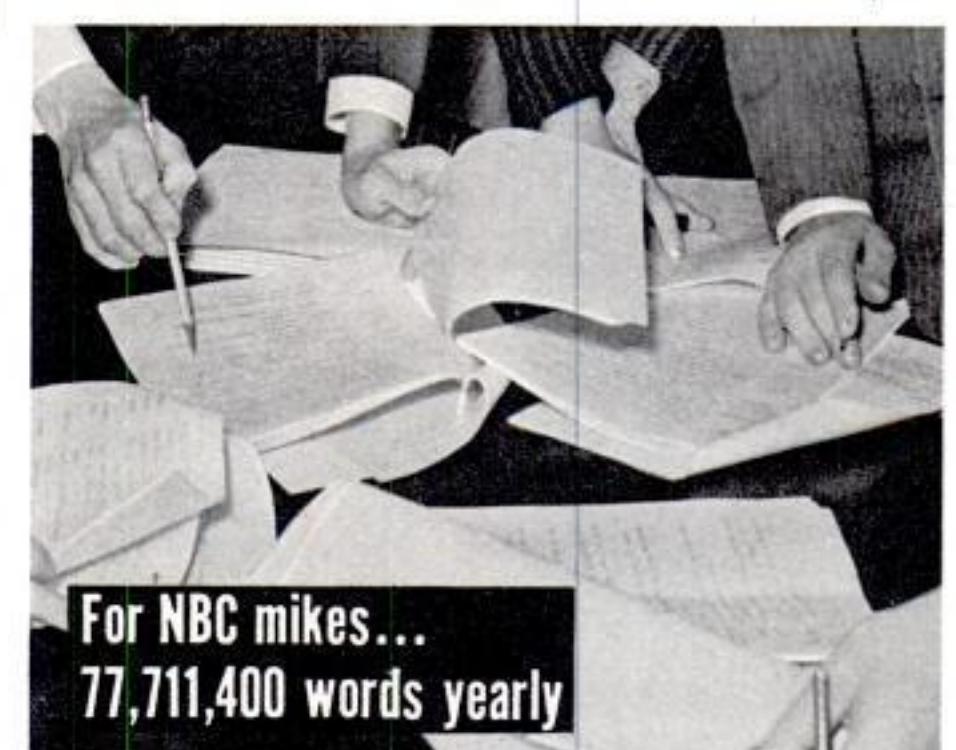
Nimble fingers are needed in putting together the intricate "innards" of many types of RCA vacuum tubes used in radio. Above is Christine Swenson, one of the many skilled workers at the RCA radio tube plants in Harrison, N. J., and Indianapolis, Ind.

← **Busy days and nights** are here for the men of the great NBC Symphony Orchestra. At left 'cellist Jascha Schwarzman marks his score during a rehearsal. Radio has greatly stimulated interest in music, has provided new opportunities for music teachers, has made more jobs for persons who make and sell musical instruments.

**Food for NBC microphones**—Writers, idea men, announcers, performers, stenographers, stencil cutters by hundreds kept at work by the constant demand of radio for new ideas. →



A tuneful task—Herman Krausser works while pianist rests. Accuracy of NBC broadcasting calls for perfect tuning of all pianos, creates jobs in hundreds of studios.



For NBC mikes...  
77,711,400 words yearly



Dexterous fingers assemble delicate parts of radio sets. Here are a few of 19,000 members of the family of RCA

Left to right, Anne Chirlonis, Anna Hauer, Mary Gore, Sara Duncan, Margaret Brennan, Mary Dukov

## JOBs CREATED BY RADIO

Radio folks and their families total some 1,380,000 which is about the population of Los Angeles

The most recent trade figures\* show that direct employment in radio totals 345,000 men and women in the United States. Of this number 91,000 work in about 500 factories making radio sets, tubes and parts. About 25,000 are connected with wholesale establishments handling radio merchandise. Retail radio merchants account for 56,000, while salesmen, service men and others engaged in radio sales and service number 150,000. To these must be added 23,000 persons who work in the broadcasting stations and radio networks of the nation. This impressive record takes no account of employment that radio creates for copper miners and refiners, lumbermen, metal workers of various kinds, the electrical supply industry and numerous other activities which benefit from radio. Also not counted in are the thousands who work in businesses which have been largely created, or stimulated, by radio advertising. Truly this is a notable achievement in the 18 years that have passed since the first broadcast.

\*Compiled by McGraw-Hill Publishing Co., Inc.



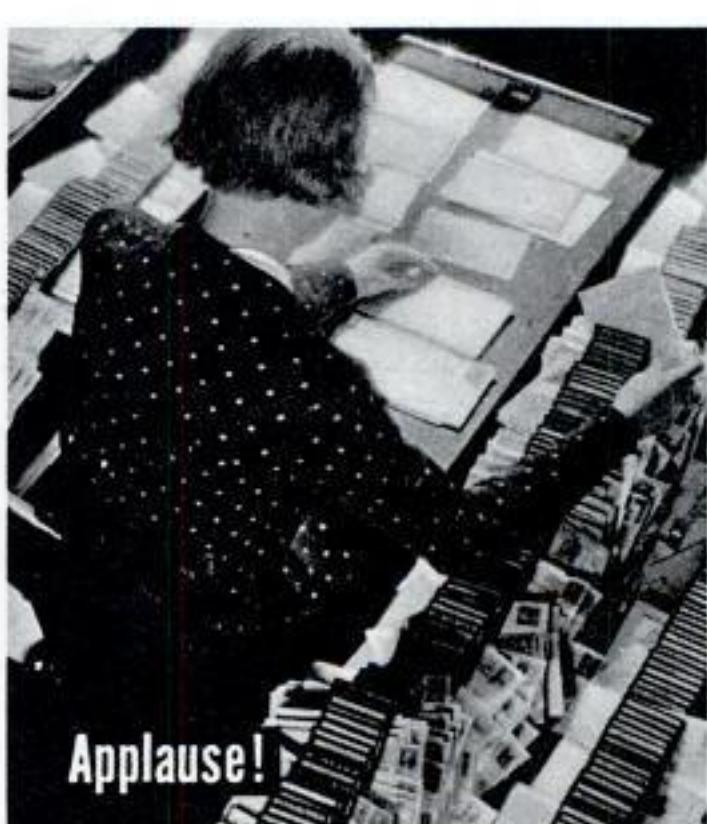
The RCA Victor Family has many long-time members. Above, for example, is Group Supervisor, Bessie Purnell, who has been with Victor for 32 of its 40 years.



A ten-thousandth of an inch is being measured by S. Bartelson who helps build sound equipment for film producers and theatres in RCA Photophone plant at Indianapolis.



Armor for a Victory of Peace



Millions mail opinions of radio entertainment. About one per cent criticize. Above, one desk in the NBC mail room at Radio City.



Five million records—Jane Mulligan, 31 years at making Victor Records, began when the company was a lusty infant, nine years old.

Not poison gases, but difficult problems essential to television research are being studied by H. W. Rhoades in RCA Victor's Camden laboratories. Unceasing research in radio is one of the means by which RCA creates many jobs today, and more for the future.



8,000 American radio operators on ships and ashore handle hundreds of thousands of radio messages that help business, and guard lives and property. Leaders in these activities are R.C.A. Communications and Radiomarine.

### WINS PEACE PRIZE!

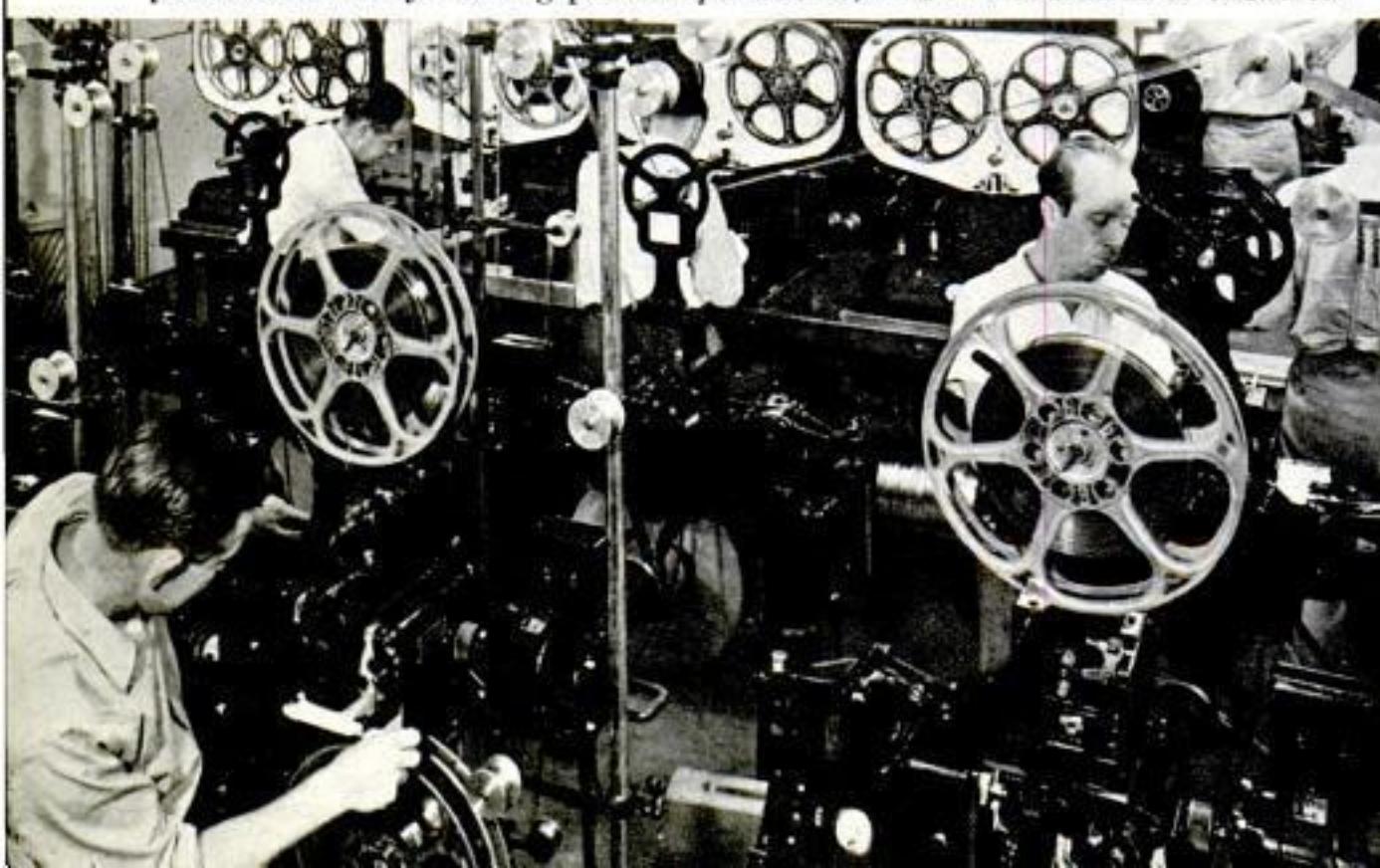


**Good Relations** between employees and management is today prime concern of Industry and Labor. Above, Edw. F. McGrady, Vice-President in charge of Labor relations of RCA who recently received the first annual award of the American Arbitration Society for his services in the important cause of industrial peace.



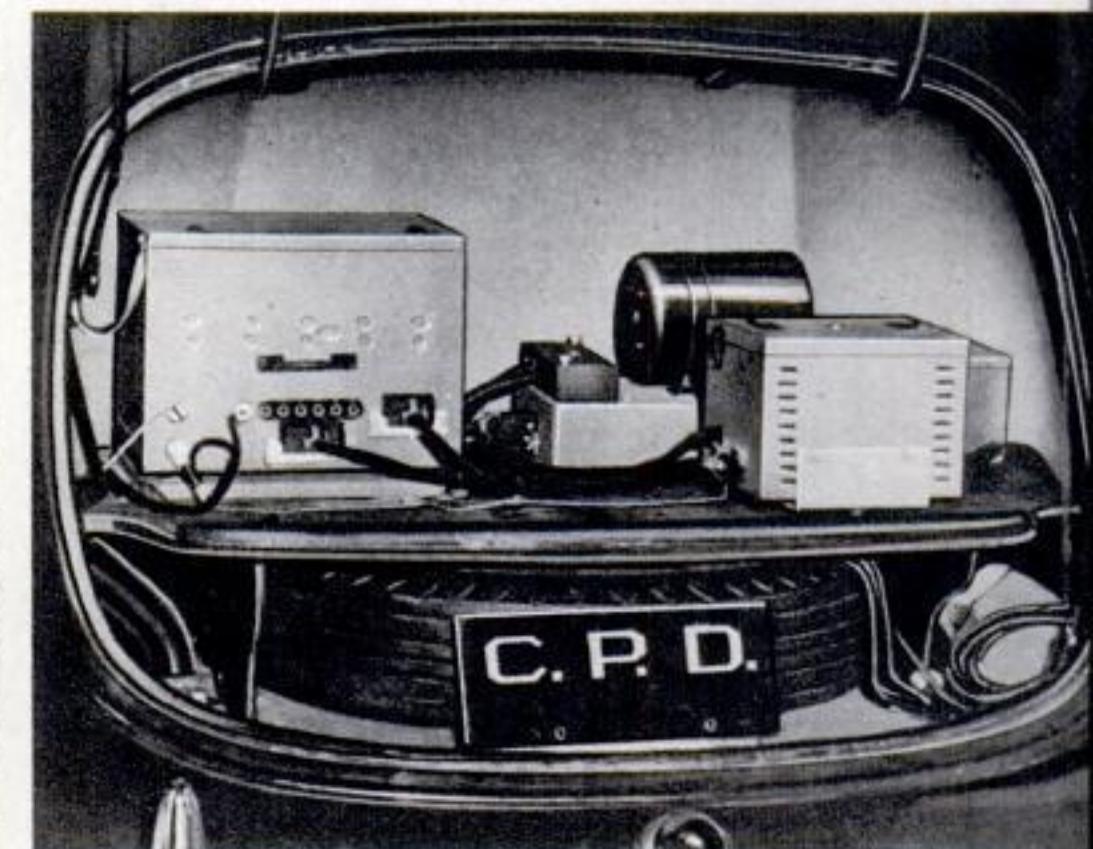
**Marconis of the future**—Many future radio advances will be achievements of graduates of RCA Institutes. This school provides elementary and advanced courses in radio and television. Photo shows a group of RCAI students in New York classroom. The school also conducts courses in Chicago.

**Sound film makes jobs**—Busy scene below shows use of RCA Photophone equipment to put sound on film in Warner Brothers studio. RCA Photophone is used by leading picture producers, and in thousands of theatres.



### He has sold Victor products for 40 years

John D. Vance, of the Vance Music Company, Mason City, Iowa, has sold Victor merchandise since 1898. "Today's RCA Victor values are without any question the best ever offered to music lovers," says Mr. Vance. Mr. Vance is one of thousands of merchants who have handled RCA Victor products for 30 years or more.



**Trouble for crime** is carried in luggage compartments of Cleveland's police cars. Holding phone is Lloyd Chaterton, Superintendent of Communications of Cleveland's Police Department which recently standardized on RCA Police Radio for its entire installation. Building RCA radio equipment for police, aviation, marine use and a variety of other purposes, makes jobs for many men. Operating such equipment keeps others busy.



**Today 150,000—a few years ago none**—There are in use in the United States about 37,000,000 radios, including those in automobiles. Salesmen, service men and others employed in the sales and service of radio sets in this country now number about 150,000. These jobs did not exist in pre-radio days.

**Thousands** are engaged today in businesses which have been built to greater or less degree by radio advertising. By putting before millions of listeners facts about a great diversity of fine products, radio serves not only the men and women who make and sell these products, but also the general public.



To make 40 Years  
experience  
mean something  
extra for you

A NEW... COMPLETELY AUTOMATIC

**RCA Victrola**

WITH A \$40<sup>00</sup> TRADE-IN ALLOWANCE!

RETAIL VALUE

**\$175**

PRICE TO YOU

**\$135** \* with your  
old set or  
phonograph  
REGARDLESS  
OF AGE OR  
MAKE



THE NEW RCA VICTROLA shown on this page is a prime example of how skilled workers plus 40 years experience, can make it possible to offer you unmatched values. Only such skill and experience, plus cooperation of RCA Victor dealers can produce so fine an instrument at so low a price.

With this 40th Anniversary RCA Victrola, which is two instruments in one, you can choose your entertainment as you please. At the push of a button, you can hear the daily show of radio, or you can enjoy the greatest artists of the world made "yours for keeps" on Victor Records. Because it uses the same automatic record changer found in the \$365 Victrolas you can hear seven to ten selections without touching the set. You can have the lovely cabinet in either walnut or mahogany.

Never before has such an instrument been offered at so low a price. And remember the actual price is still lower because you get \$40 allowance for your old set, regardless of age or make plus the special bonus described at right.

Here is a triumph of value that you cannot afford to miss, if you have any interest in fine entertainment. See your RCA Victor dealer without delay. Arrange to take advantage of this \$40 trade-in offer while it lasts.

• • •  
Listen to the "Magic Key" of RCA every Sunday, 2 to 3 P.M., E.S.T., on the NBC Blue Network.

• • •  
You can buy RCA Victrolas on C.I.T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna. \*Prices f.o.b. Camden, N. J., subject to change without notice.

**BONUS!**

\$9 worth of Victor or Bluebird Records of your choice included without charge—also \$2.00 year's subscription to Victor Record Review and membership in Victor Record Society.



**\$5,000.00**

FOR OLDEST VICTROLAS!

You may have a gold mine in your attic. As part of its 40th Anniversary celebration, RCA Victor will pay \$250 for the oldest Victrola made in each year from 1906 through 1925 inclusive. See your RCA Victor dealer for details!

**SEE THESE OTHER GREAT *RCA Victrola* VALUES!**



Model U-104. A genuine RCA Victrola at the lowest price in history! Features Feather-touch Crystal Pick-up, True-Tracking Tone Arm. Radio has both radio and phonograph! Remarkable value \$19.95\*



Model U-112. Feather-touch Crystal Pick-up and True-Tracking Tone Arm. Radio has both radio and phonograph! Remarkable value \$39.95\*



Model U-115. Feather-touch Crystal Pick-up, True-Tracking Tone Arm. Radio has both radio and phonograph! Remarkable value \$59.95\*

Only RCA Victor Offers  
RCA Victor Metal Tubes

Final touch in producing a radio with complete harmony—RCA Victor Metal Tubes. Made for RCA Victor Radios, they also improve the performance of any make of radio.



Copyrighted material



## BEAUTY AND FASHION COME TO THE LOWLY EAR MUFF

**A**t Farmington, Me., and Milford, Conn., ear-muff centers of the U. S. A., the wheels of industry are humming as never before. Last year, despite a mild winter, more than four million pairs of ear muffs were sold. This year two factors will probably boost ear-muff sales to the dizzy total of five million: 1) a winter of zero weather, predicted by long-range weather forecasters; 2) the brushed up hair-do, exposing women's ears to wintry blasts.

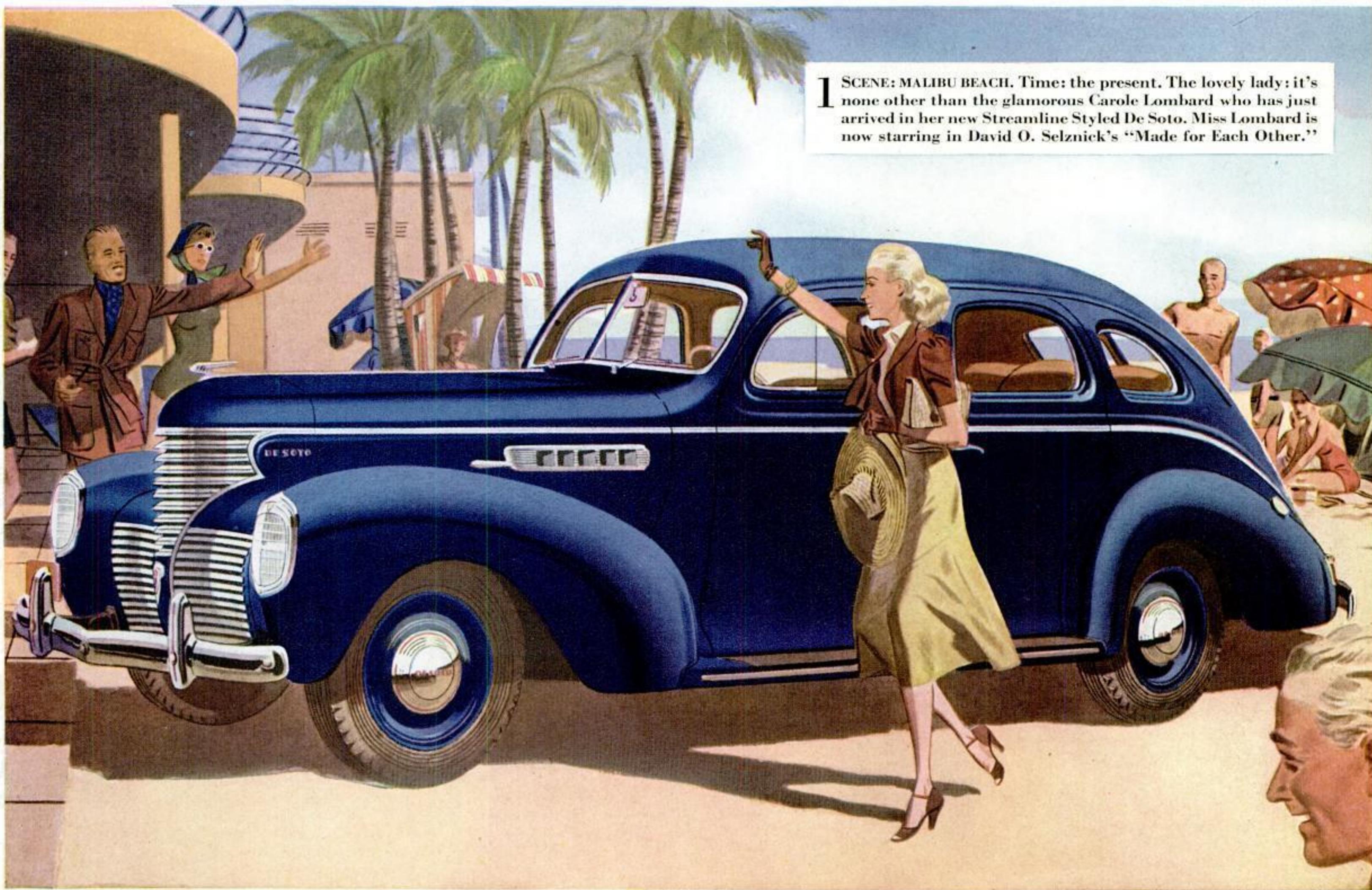
Ear muffs were invented 64 years ago by the late Chester Greenwood, a Farmington Falls, Me., lad with sensitive ears.

For nearly 60 years he was sole purveyor of ear muffs to postmen, policemen, farmers, country boys. He had only one style like the Model-T Ford—black, utilitarian, unlovely. The market was almost exclusively male. Then four years ago, skiers and college girls took ear muffs out of the celluloid collar class, made them fashionable. The demand was so great that rival factories opened. Now styling has entered the ear-muff field, made them delights to the eye as well as the ear. Plaid (inset) and white and multicolored lambskin (above) are high style this year. Prices range from 10¢ to \$1.



# CAROLE LOMBARD

TELLS WHY SHE  
PICKED DE SOTO



1 SCENE: MALIBU BEACH. Time: the present. The lovely lady: it's none other than the glamorous Carole Lombard who has just arrived in her new Streamline Styled De Soto. Miss Lombard is now starring in David O. Selznick's "Made for Each Other."

**MY STORY**  
*Carole Lombard*  
"I wanted a Smart Car  
that was easy to drive  
and economical to own  
— I chose De Soto."



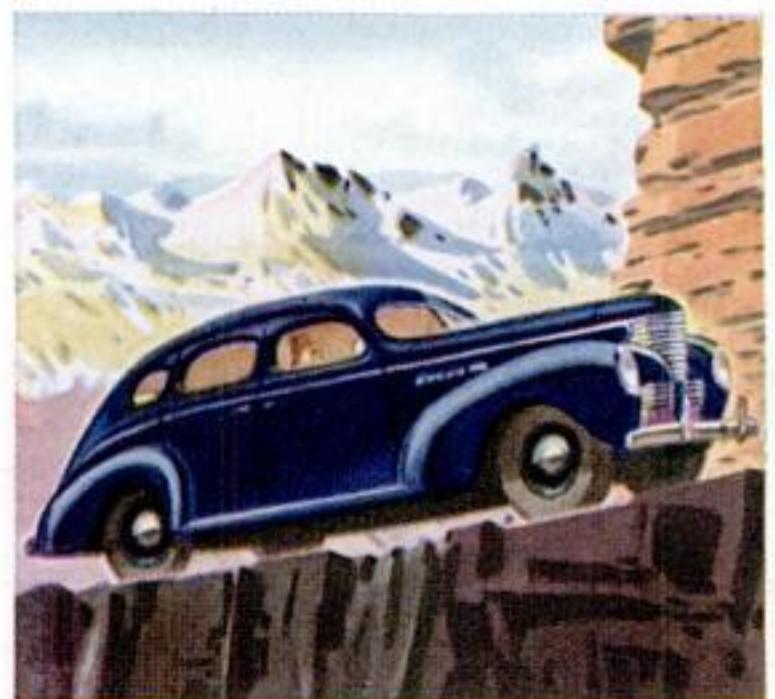
2 "STYLE COMES FIRST with me. I like De Soto's Streamline design, the fascinating headlamps...thank heavens, there's no old-fashioned trunk bustle."



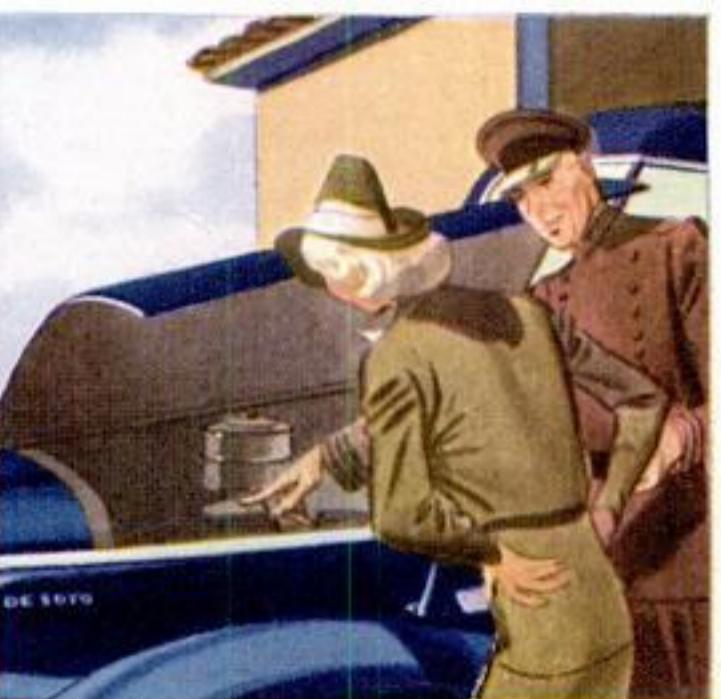
3 "THEN I DISCOVERED De Soto's new Handy-Shift—simplest gearshift I've ever used. It's mounted right on the steering post. More room in front."



4 "FRONT AND BACK, the seats are wide as sofas. Room for six people. That Streamlined Luggage Locker has plenty of room, too."



5 "I LIKE DE SOTO'S Five Speeds Forward. It's thrilling...well worth the modest extra cost. And that new 'passing gear' just zooms you ahead."



6 "I LIKE DE SOTO'S economy, Safety-Steel body and hydraulic brakes; my friends say I used good judgment getting such a dependable car."



7 "I WATCH my check stubs. De Soto's low price is good news." *De Soto Division of Chrysler Corporation, Detroit, Mich.*

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9 TO 10 P. M., E. S. T.

**SEE YOUR  
DE SOTO  
DEALER**  
**FOR A GREAT CAR...FINE  
SERVICE & A SQUARE DEAL**



*Samuel de Champlain*  
ONE OF "CANADA'S FINEST."

In 1608 Samuel de Champlain founded Quebec and three years later established the first trading post at Mount Royal—now Montreal. Canadians honor and respect Champlain today as a great national hero—one of "Canada's Finest."



**Seagram's V.O.**  
FINE WHISKIES SINCE 1857  
CANADIAN

*Honored throughout the Dominion  
as the Finest Canadian Whisky*

For years Canadians have shown their appreciation and respect for the true Canadian character of Seagram's "V. O." From the Gaspé Coast to British Columbia, this superb whisky is the choice of discriminating men.

An extremely light, clean-tasting whisky, deliciously delicate—yet deeply satisfying, Seagram's "V. O." is, in

our opinion, Canada's finest Canadian whisky.

Barreled in 1932, and bottled under supervision of the Canadian Government, Seagram's "V. O." is the highest expression of the Canadian distiller's and blender's art—truly a masterpiece designed for better living.

*Copr., 1938, Seagram-Distillers Corp., N. Y.*

SEAGRAM'S "V. O." CANADIAN RARE OLD BLENDED WHISKY. 6 years old—Distilled, aged and blended under the supervision of the Canadian Government.

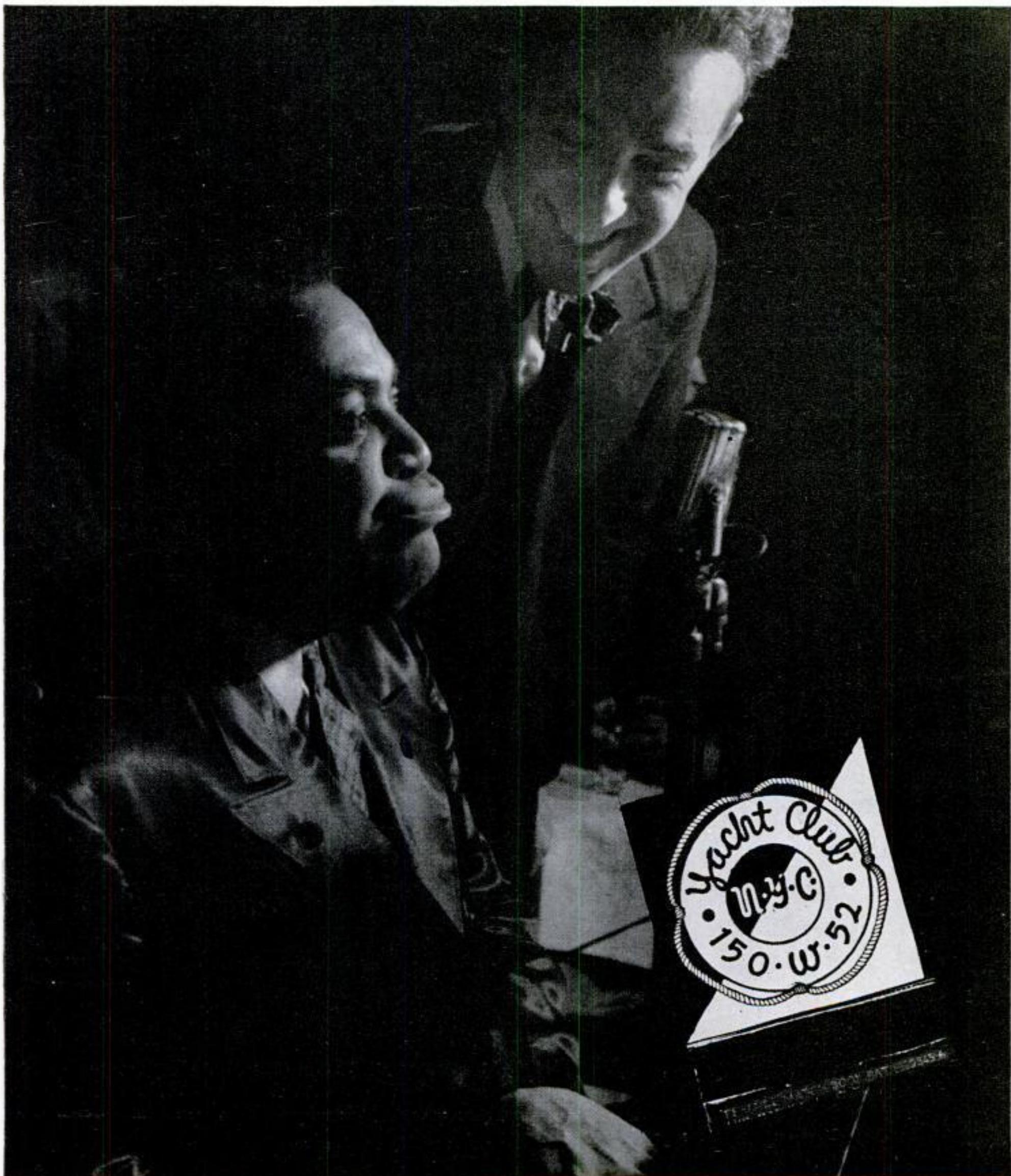
*Deliciously Delicate—Yet Deeply Satisfying*

A MASTERPIECE OF THE BLENDERS' ART

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HUGUES PANASSIÉ (LEFT) HEARS MAXINE SULLIVAN, CREATOR OF THE SWING VERSION OF "LOCH LOMOND," SWING ANOTHER CLASSIC, "NELLIE GREY," AT THE ONYX CLUB



LIKE A BULLFROG "FATS" WALLER BOOMS FOR CRITIC PANASSIÉ IN THE YACHT CLUB'S NAUTICAL ATMOSPHERE

## FRENCH SWING AUTHORITY MAKES FIRST PILGRIMAGE TO NATIVE LAND OF JAZZ

Four years ago, when swing musicians were starving for recognition in the U. S., a young man in a chateau in southern France wrote a book called *Le Jazz Hot*. In his book he informed his fellow countrymen of the glories of a great new art. The author, Hugues Panassié, had discovered this art in 1927. Stricken with paralysis he spent his convalescence beside a phonograph. One of his records was *Singing the Blues*, with a cornet solo by Bix Beiderbecke. Panassié's chateau library was soon stacked high with swing records; its walls re-echoed to the sound of the saxophone, on which he strove to play his own Swing.

*Le Jazz Hot* established Panassié as chief prophet to a growing Swing-conscious French public. By 1936 when the English translation of his book caught the tide of swing popularity in the U. S., swing addicts all over the world looked to him as their greatest authority.

Meanwhile Hugues Panassié had never seen or heard the great swing musicians in their native habitat. It was, therefore, a major event in the swing world when on Oct. 12, M. Panassié arrived on a pilgrimage to the swing centers of America. Night after night for two weeks he went from hotspot to hotspot, listening soberly and finding special delight in collecting match-book souvenirs (see insets). He found swing musicians riding the crest of popular enthusiasm, their music better than he had hoped. But they do not have the stature of the early giants. From somewhere, he is sure, will come a revival of the solid Swing of the Beiderbecke era. But it will come only when the public has learned to distinguish between Swing and what he calls "any noisy theeng."

CONTINUED ON NEXT PAGE

Swing critic makes pilgrimage (continued)



"Jeeterbags" get no compliments from M. Panassié. "They make much noise; they don't keep time," he says, "and they don't know much about." He expects



Two old stars, Jack Teagarden (center) and George Wetling (right) swing for Panassié at lunch given by Paul Whiteman at El Rio. Panassié admires Whiteman for his good musicians. Teagarden, his top trombonist, is a Panassié favorite.



# Character!

- that's the charm  
of Black & White

When you drink Black & White you can't help noticing its definite and positive individuality. You taste it in the magnificent flavor and you sense it in the rare bouquet. These qualities give Black & White a character no other Scotch possesses. And you can always depend upon it—for Black & White's famous blend has never been changed ever since it was created generations ago. Remember to ask for it by name and you'll always get Scotch with the character you'll enjoy.

EIGHT  
YEARS OLD



**"BLACK & WHITE"**  
BLENDED SCOTCH WHISKY • 86.8 PROOF

*The Scotch with Character*

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y., SOLE DISTRIBUTORS  
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swing quality to improve as soon as the plague is lifted. Meanwhile he found them everywhere. Jitterbugs above were reacting to Count Basie at the Famous Door.



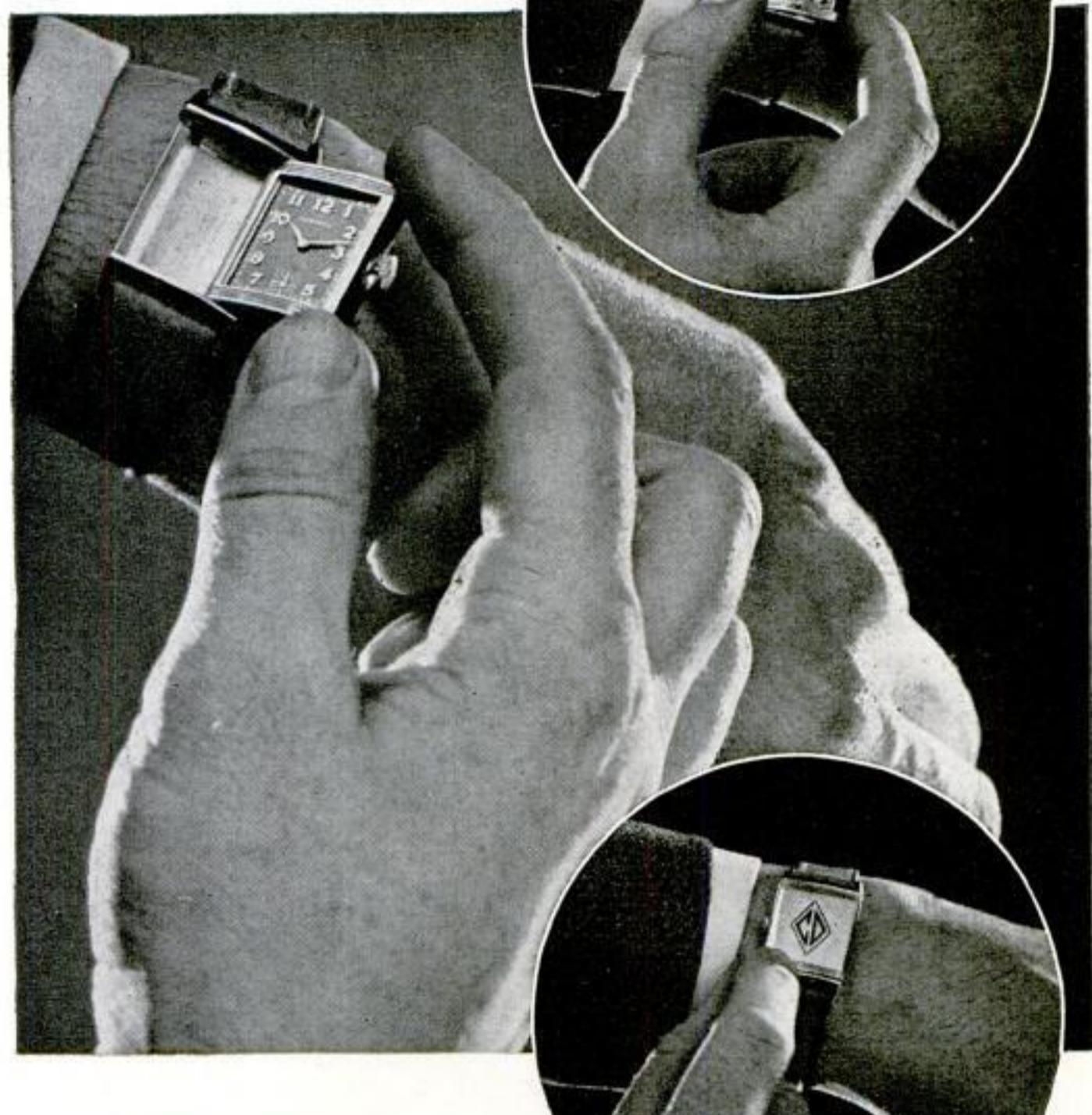
Two new stars, Sidney Bechet (left) and drummer Zutty Singleton, won Panassié's approval at Nick's, one of the genuine swing night clubs. Nick's, once an unprepossessing restaurant, has risen to top hot-spot rank on the quality of its Swing.

CONTINUED ON NEXT PAGE

**HAMILTON PRESENTS  
TO AMERICA . . .**

# *The Reversible Watch*

Again . . . First  
with the newest



WANT A NEW THRILL? Slip the new Hamilton OTIS on your wrist. (A beauty, isn't it?) Now see how it works . . .

A slight pressure from the side, a flip of the finger—and over she goes, dial down, locked firmly into reversed position! A grand idea for a presentation watch—or for your fraternity or lodge insignia—or just your monogram. 17 jewels. 14K gold-filled, natural yellow only. With 18K applied gold numeral dial, black (as shown) or silver finish, \$65. Hamilton makes only high grade watches—with 17 or more jewels, precious metal cases. See the OTIS and other swank new Hamiltons for Fall—for both men and women—at your jeweler's. \$37.50 to \$5000. Or write for illustrated folder. Hamilton Watch Company, 891 Columbia Avenue, Lancaster, Pennsylvania.

#### Another First . . . YOUR OWN PERSONAL DIAL



The first custom-built pocket watch dials! A "natural" for presentations or awards. In place of customary numerals, 18K applied gold letters, numerals, stars or markers may be arranged on the dial as desired—your own name, club name, fraternity, or what you wish. See your jeweler—or write us for complete information about these novel and smart new dials.

**HAMILTON**  
*the Watch of Railroad Accuracy*

(continued)

## PANASSIÉ PICKS ALL-AMERICAN BAND



For LIFE, Hugues Panassié exercised the Swing fan's greatest privilege: that of setting up his own hypothetical perfect band. Torn among his favorites he ended up with a band of eight pieces. It represents a compromise between a list of those that Panassié considers best on their respective instruments and the group that he thinks would play best together.

1. TROMBONE: JACK TEAGARDEN  
 2. SOPRANO SAX: SIDNEY BÉCHET  
 3. TRUMPET: LOUIS ARMSTRONG  
 4. CLARINET: MILTON MESIROW

5. BASS: 'POP' FOSTER  
 6. DRUMS: ZUTTY SINGLETON  
 7. GUITAR: ALBERT CASEY  
 8. PIANO: EARL HINES



Critic Panassié, after two weeks of listening to hot music, takes a clarinet chorus of his own in a jam session backstage at the Paramount Theatre, mecca for New York's jitterbugs. Playing beside him is Tommy Dorsey, the great trombonist.

Find out why...

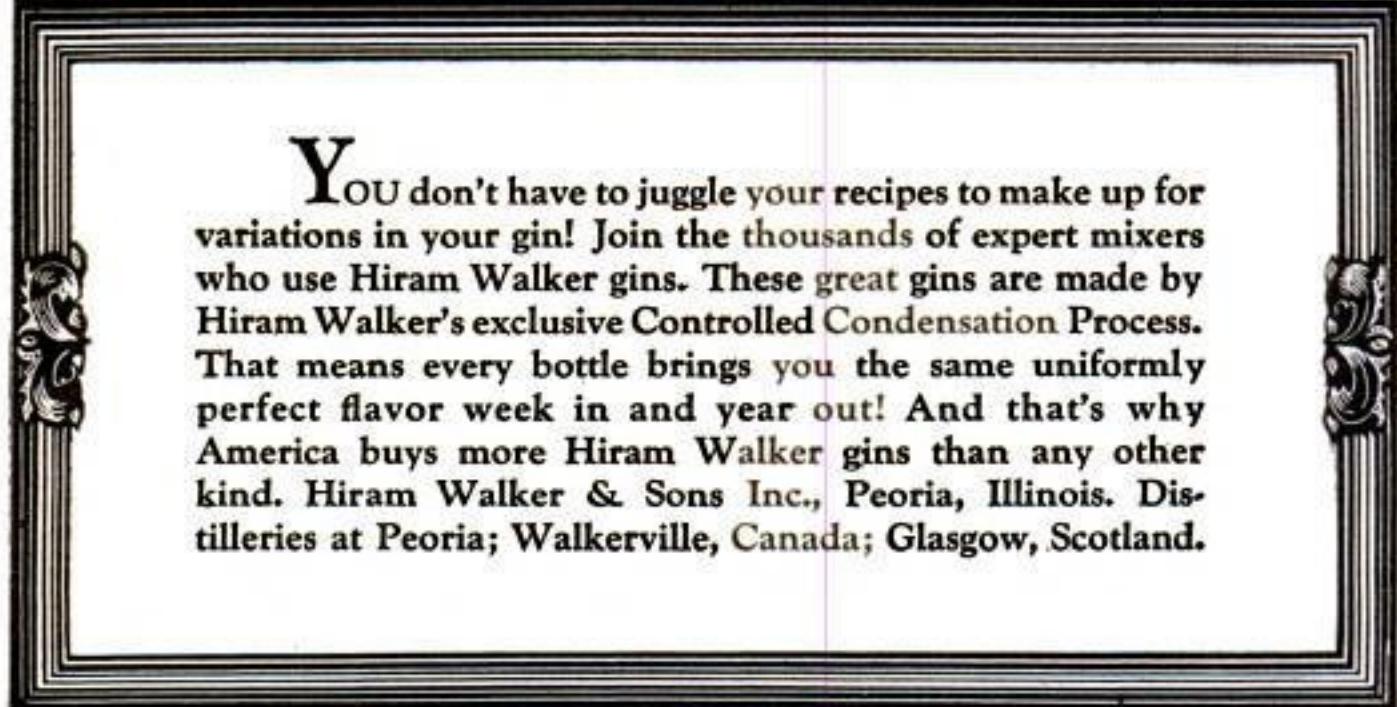
America  
 buys more  
Hiram Walker gins  
 than any other  
 kind

Gin Bucks  
 for Two

Juice of 1 Lemon  
 3 oz. Hiram Walker's Gin  
 Pour into glasses, add  
 cube of ice in each, and  
 fill up with ginger ale.



YOU don't have to juggle your recipes to make up for variations in your gin! Join the thousands of expert mixers who use Hiram Walker gins. These great gins are made by Hiram Walker's exclusive Controlled Condensation Process. That means every bottle brings you the same uniformly perfect flavor week in and year out! And that's why America buys more Hiram Walker gins than any other kind. Hiram Walker & Sons Inc., Peoria, Illinois. Distilleries at Peoria; Walkerville, Canada; Glasgow, Scotland.



# NAME THIS PUPPY!

*First prize*

**\$5,000.00**

77 other cash prizes from \$1,000.00 to \$5.00! So easy even a child can win.

Submit as many names as you wish. Contest closes December 10, 1938.

So gentle, so cuddly—and yet so lively and ready for fun! With silky ears and deep, responsive eyes, he'll win your heart in a minute. But this cute little pedigreed Cocker Spaniel puppy doesn't have a name!

What would you call him if he were your own? Your suggestion may win \$5,000.00 in cash, or one of 77 other big cash prizes. Read these official rules carefully—then give the puppy the name you think suits him best, and send it today to Swift & Company, 500 Howard-Clark Building, Chicago, Illinois.

#### OFFICIAL RULES—READ THOROUGHLY

- Names must be submitted on an official entry blank.
- For each name submitted, attach one label (or a reasonably exact facsimile) from a can of Pard Dog Food.
- Names for the Cocker Spaniel puppy will be judged on the basis of their originality, uniqueness, and aptness.
- Prizes will be awarded as follows: First prize, \$5,000.00 in cash; Second prize, \$1,000.00 in cash; Third prize, \$500.00 in cash; 25 prizes of \$10.00 each; 50 prizes of \$5.00 each. In case of tie, duplicate awards will be made.

- Contest closes midnight, December 10, 1938. No entry postmarked after this date will be eligible for an award.
- This contest is limited to the United States and is subject to all national, state, and local laws and regulations. Employees of Swift & Company, their families, and their advertising agents cannot compete.
- The decisions of the judges will be final. No entries will be returned or acknowledged. All entries will become the property of Swift & Company for publication or other use.
- Winners will be notified as soon as possible after the close of the contest. Major winners will be announced in these magazines: Life, American Home, and This Week.



PARD Swift's scientific feeding formula

*Look*  
FOR THIS  
SPECIAL PARD DISPLAY

It identifies your Pard dealer, who will give you a free entry blank. (Or you may use the official entry blank included in this ad.)



# PARD

SWIFT'S SCIENTIFICALLY BALANCED DOG FOOD

**TIPS FOR ENTRANTS!**  
This male Cocker Spaniel puppy is about 6 weeks old. He lives in the Pard Kennels (a division of Swift & Company's Nutritional Research Laboratories). He is the 3rd generation of a Cocker Spaniel family raised exclusively on Pard Dog Food. All of his family have been noted for excellent health.

Cut out—send in this entry blank today!

#### OFFICIAL ENTRY BLANK

#### Swift's PARD "Puppy-Naming" Contest

Swift & Company  
500 Howard-Clark Building, Chicago, Illinois

*Gentlemen:* I suggest the following name (or names) for the Cocker Spaniel puppy. (I attach one label from a can of Pard Dog Food—or a reasonably exact facsimile thereof—for each name submitted.)

My full name .....

My address .....

My dealer's name is .....

My dealer's address is .....

# AMERICA'S FOUR



OLD alike in name and fame are these four whiskies.

They were the toast of New York when "Diamond Jim" Brady played host at Rector's and the Hoffman House.

Chicago relished them when the floor of the Palmer House bar was studded with silver dollars.

And at San Francisco's old St. Francis Hotel they gave hearty to pioneers about to set forth for the Klondike's ice-bound gold

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OLD GRAND-DAD — one of the finest bourbons that ever came out of Kentucky

\* Bottled

UNDER U. S. GOVERNMENT  
OF NATIONAL DISTILLERS YOUR

OLD TAYLOR — marked with the signature of a man who made whiskey history

# MOST WHISKIES



Theirs is a prestige that only the years can bestow, and nothing less than rare character and outstanding merit can account for the great and loyal following that each of this quartet has won.

Bottled in bond at full 100 proof under U. S. Government supervision, these four whiskies are as fine as money can buy... and at today's modest prices, a very little money buys them.

Products Corporation, New York

OLD OVERHOLT—famous 128 years for its rich, robust rye taste

in Bond

SUPERVISION and the EMBLEM

GUIDE TO GOOD LIQUORS



MOUNT VERNON—delicate in flavor... the patrician of American ryes

*They call him*

**GINGER**

(HE'S GOT SO MUCH OF IT!)



Ginger means pep. That's why we say, for a quick pick-up...a bracer...an inward re-freshener, call for a tall, cool glass of Canada Dry! Its famous secret process brings out the full, rich flavor of the world's best ginger root! With meals...in mid-afternoon... whenever you want a lift, drink Canada Dry! It's gingervating!

**Drink Canada Dry Ginger Ale**

**IT'S GINGERVATING!**

**Picks you up . . . aids digestion**

Copyright 1938, Canada Dry Ginger Ale, Inc. "The Champagne of Ginger Ales"



ON A BARE STAGE, LIGHTED ONLY BY A FEW FOOTLIGHTS, DANCE DIRECTOR ROBERT ALTON (RIGHT) REHEARSSES THE "LEAVE IT TO ME" CHORUS IN A NEW ROUTINE

## BROADWAY PLAY EXPERTS POLISH A NEW MUSICAL FOR A BOOM SEASON

These rehearsal pictures of *Leave It To Me* were taken by LIFE Photographer Eric Schaal early in September when the Broadway season was just getting under way. At that time there were 15 shows in rehearsal, representing an investment of nearly \$1,000,000. On Sept. 14 the first of these opened and registered, as is customary, a quick flop. Since then 28 new plays, at the rate of three or four a week, have poured into Broadway theaters with all the glamor and excitement of opening nights. Eleven failed. Together with hold-overs from past seasons, 20 shows in all were still running at the end of October. Some of them are doomed shortly to fold up and be carted away to theatrical warehouses. A few good ones will run through the season, make for their producers and authors the dazzling fortunes that help maintain Broadway as the theatrical center in the world today.

All this makes, in the eyes of the theater-wise, an exceptional dramatic year. Some, in fact, predict that this will be Broadway's best in 15 seasons, with undercurrents of excitement heretofore lacking in New York show-houses. As reasons they give: 1) the return of many playwrights and song-writers from Hollywood, 2) the imminent World's Fair that will bring visitors by the millions to Manhattan. The latter event also accounts for the high percentage of musical shows, of which *Leave It To Me*, now being polished in Boston for Nov. 9 opening in New York, is one of the most promising.

*Leave It To Me* directs its merriest gags and songs at U. S. ambassadors abroad. It concerns a Topeka notary (Victor Moore) who, "because somebody in Washington doesn't like him," is made envoy to Moscow. His buxom wife (Sophie Tucker) fumes because she wants to go to London, is sure that if, like Ambassador Joseph P. Kennedy, she had nine children instead of five, her husband would have got the appointment. Coached by an American newspaper correspondent (William Gaxton), he tries to get recalled. He delivers a provocative speech, kicks a Nazi ambassador in the belly and shoots a Russian prince, only to find himself hero of a gigantic Red Square demonstration. Turn the page to see how *Leave It To Me* was put together.



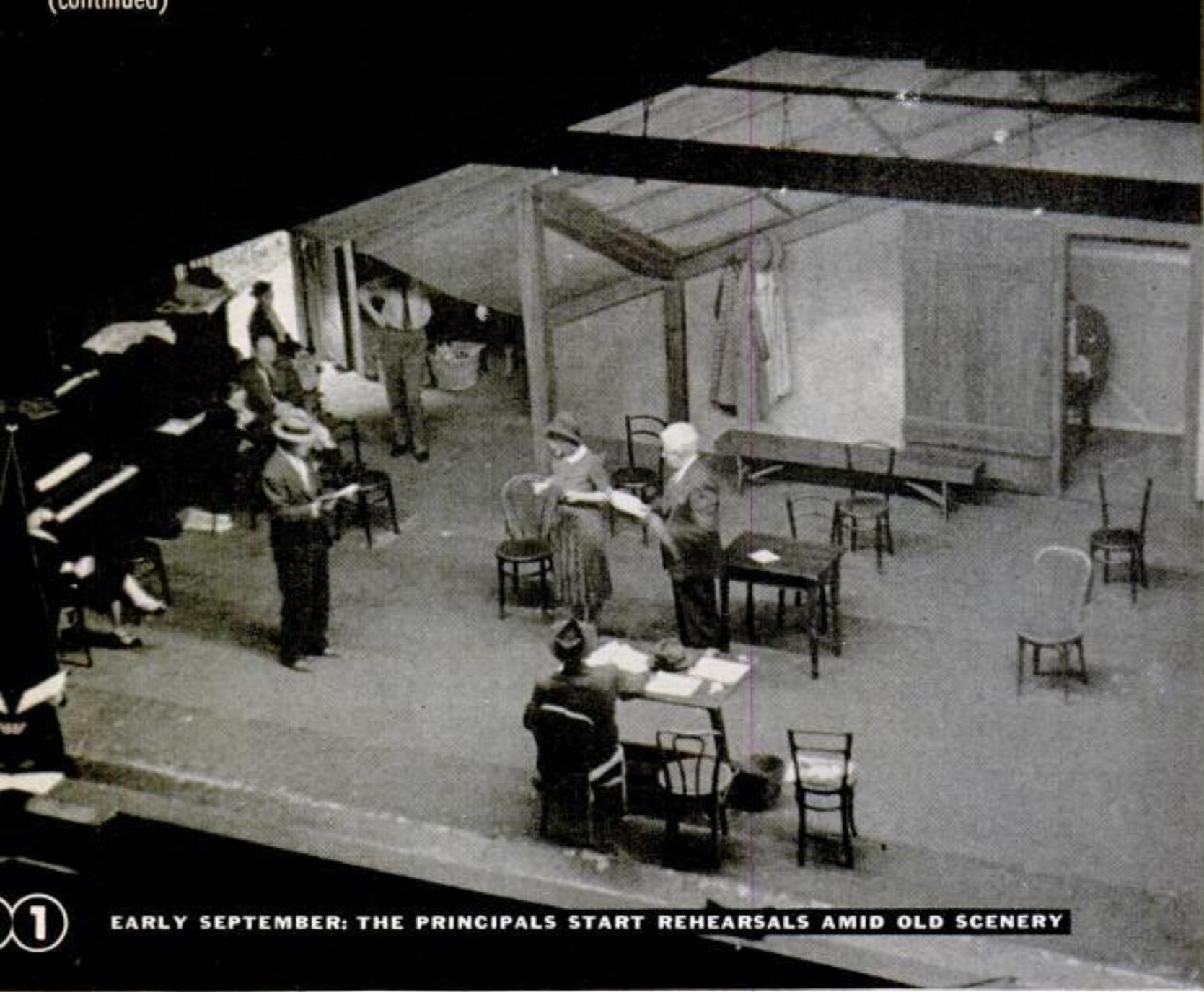
WILLIAM GAXTON (LEFT) AND VICTOR MOORE WRESTLE WITH THEIR LINES



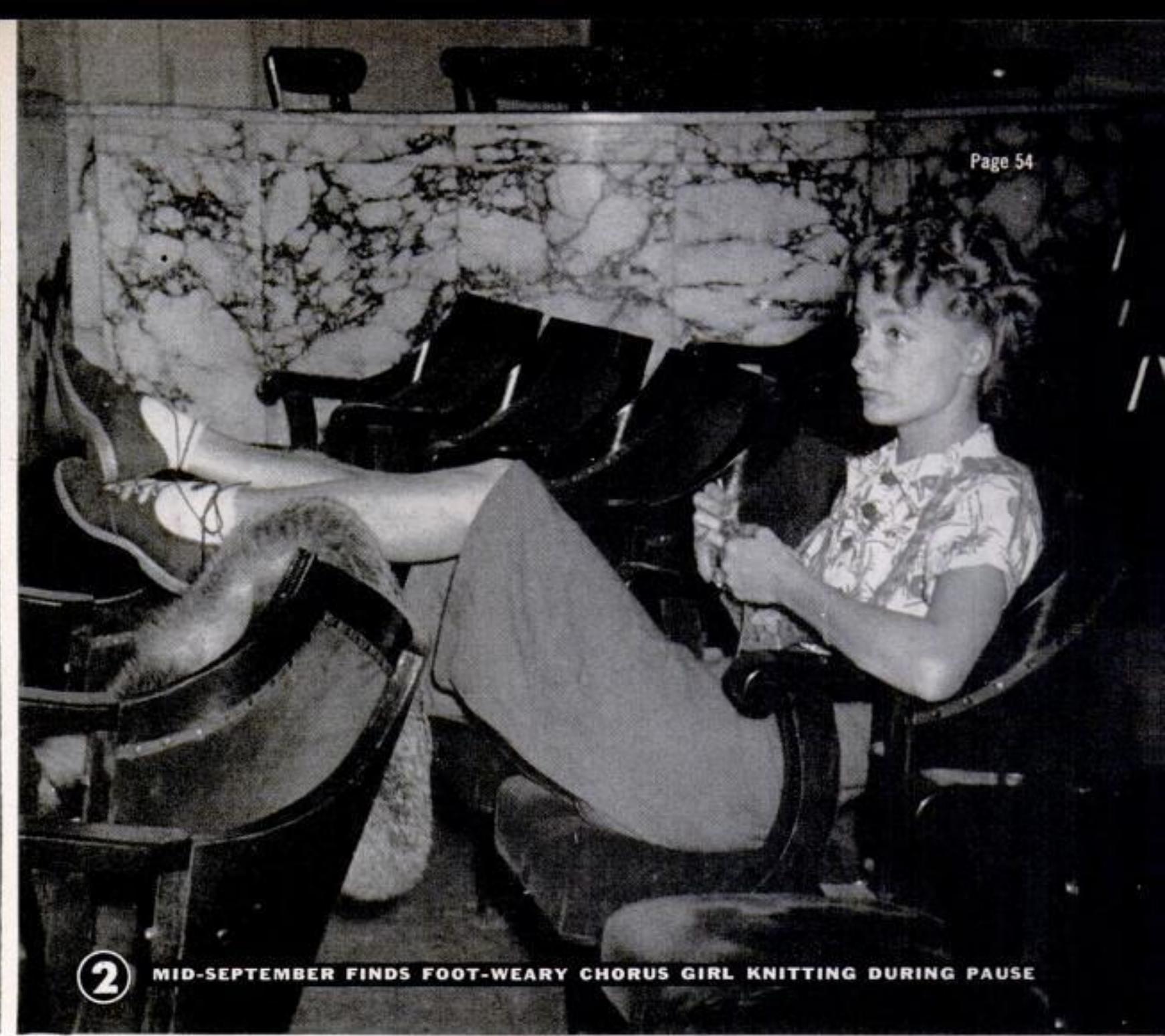
SOPHIE TUCKER (CENTER) PONDERS OVER A GAG IN "LEAVE IT TO ME" SCRIPT

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(continued)



1 EARLY SEPTEMBER: THE PRINCIPALS START REHEARSALS AMID OLD SCENERY



2 MID-SEPTEMBER FINDS FOOT-WEARY CHORUS GIRL KNITTING DURING PAUSE



4 IN A SEA OF EMPTY SEATS DIRECTOR ALTON WATCHES LAST REHEARSALS



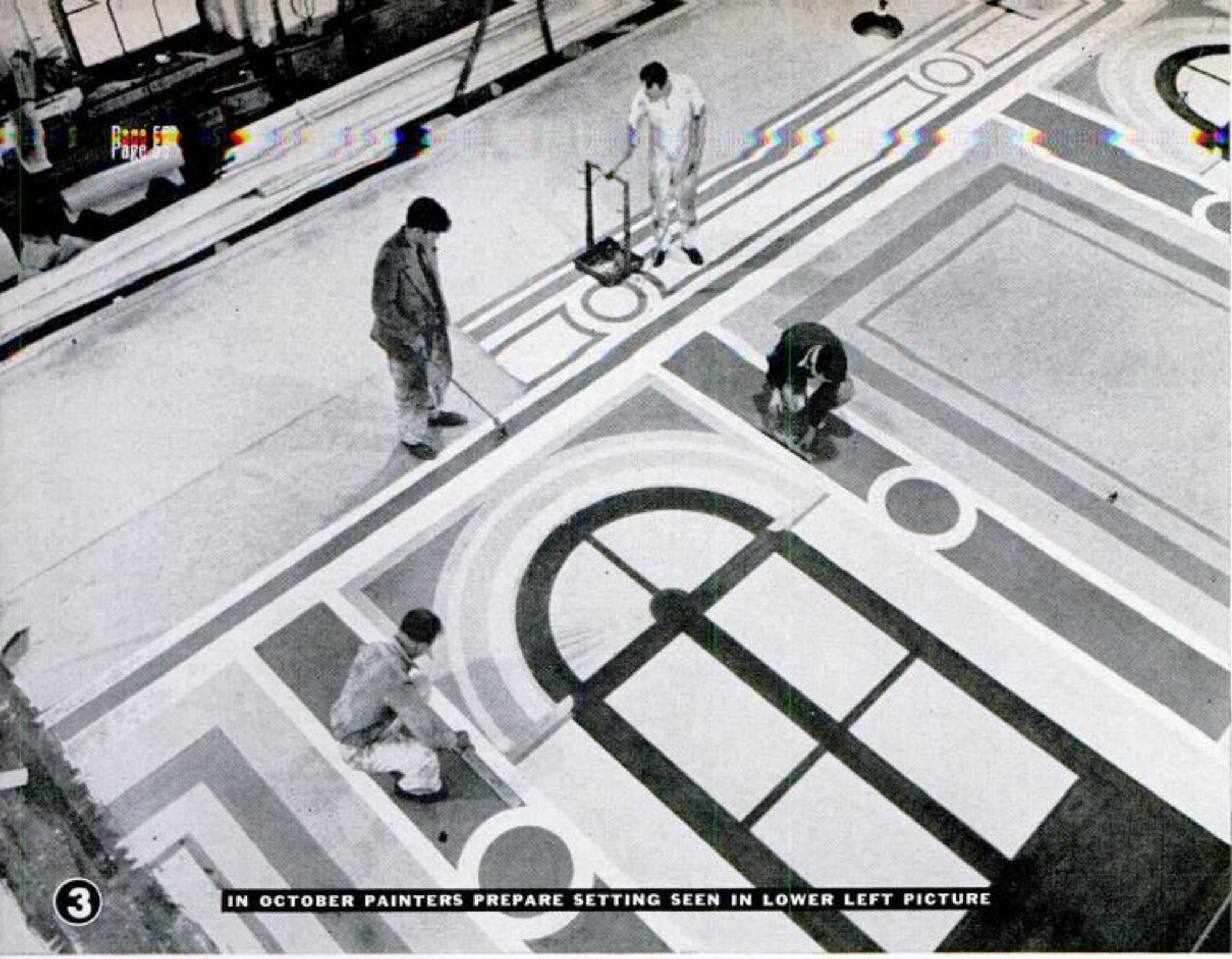
5 SOPHIE TUCKER PUTS FINAL TOUCH ON HER SONG TO HER FIVE DAUGHTERS



7 AS U. S. ENVOY TO MOSCOW, VICTOR MOORE WEARS SILK KNEE BREECHES



8 THIS IS HOW THE SCENE ABOVE LOOKED OPENING NIGHT IN NEW HAVEN



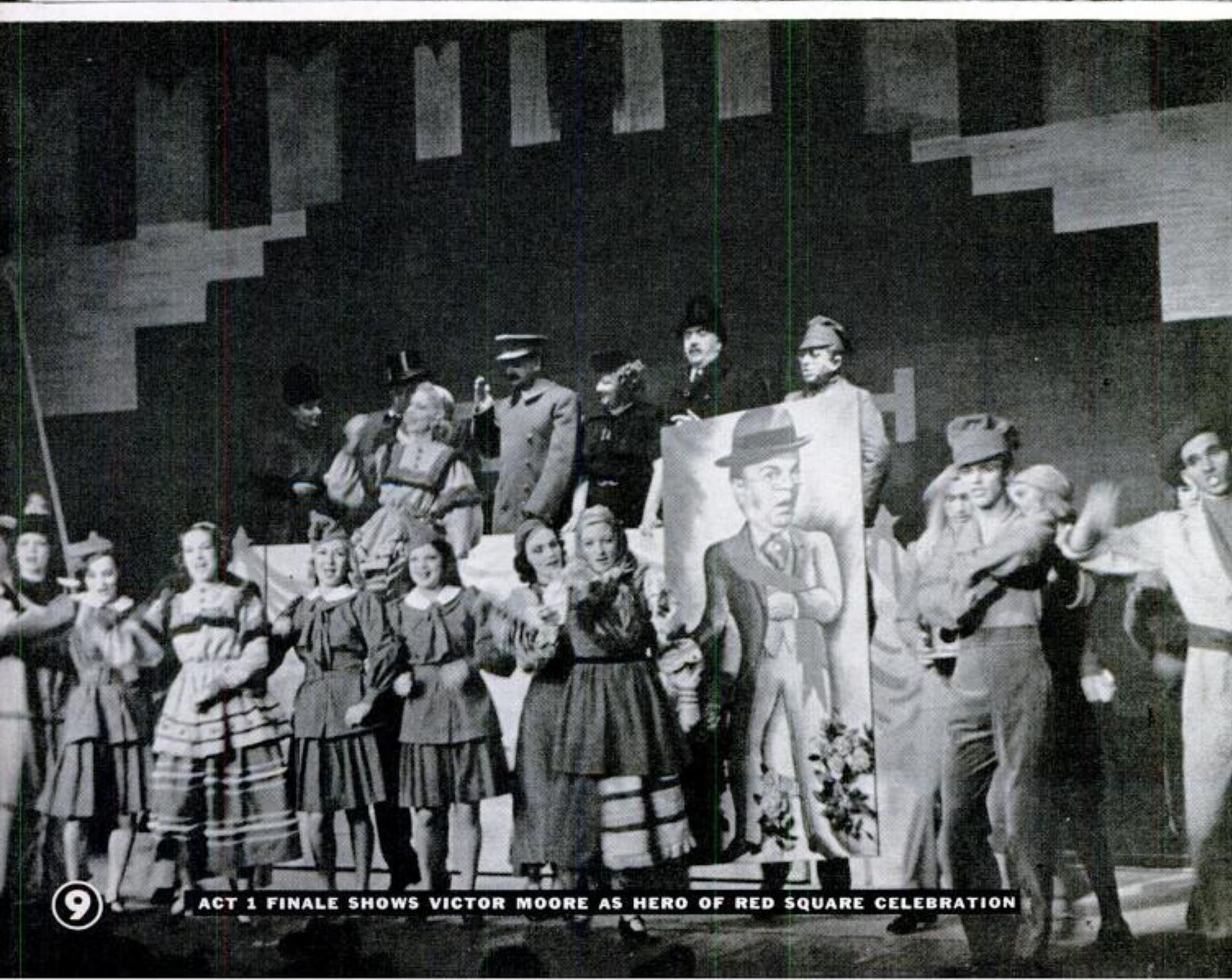
3

IN OCTOBER PAINTERS PREPARE SETTING SEEN IN LOWER LEFT PICTURE



6

CHORUS GIRLS MAKE UP IN THE CROWDED NEW HAVEN DRESSING ROOM



9

ACT 1 FINALE SHOWS VICTOR MOORE AS HERO OF RED SQUARE CELEBRATION



VICTOR MOORE AWAITS HIS OPENING-NIGHT CUE

## A MUSICAL COMEDY IS BORN

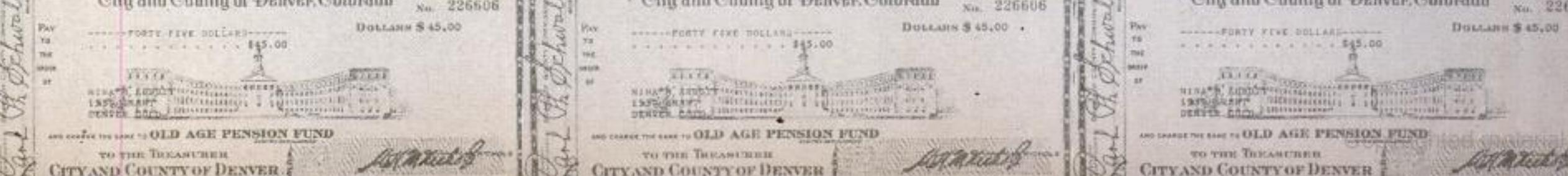
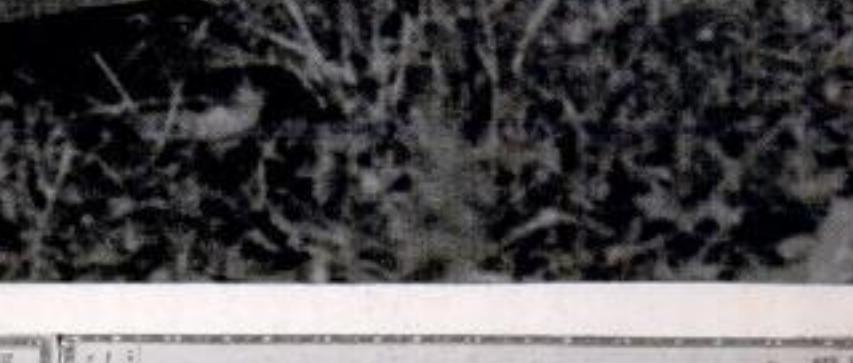
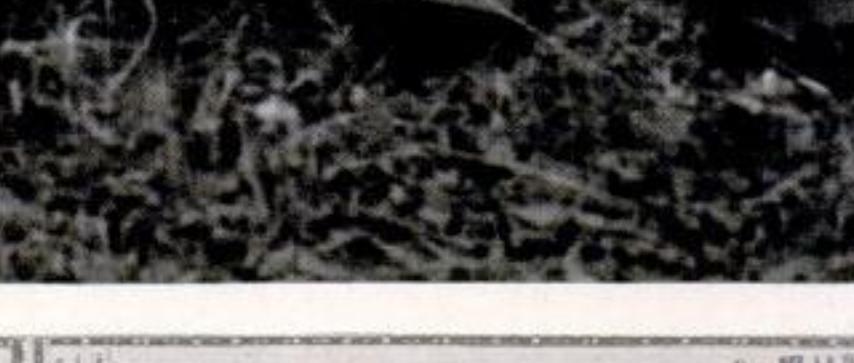
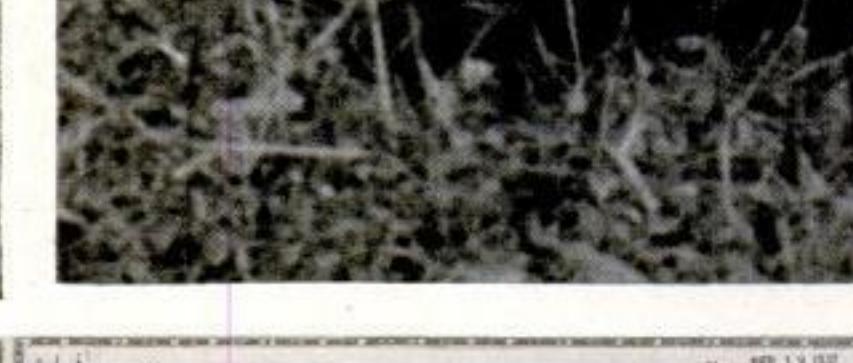
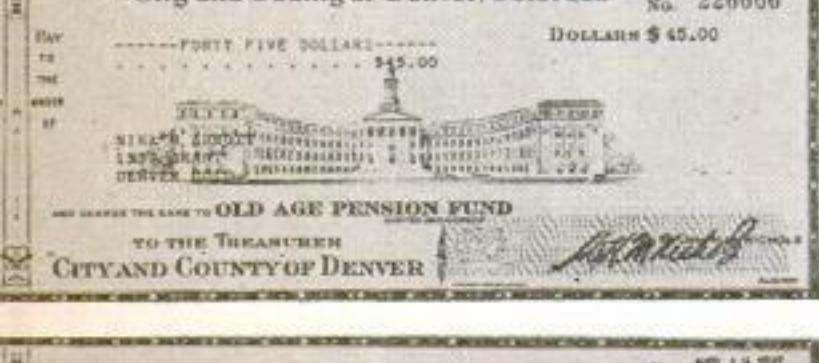
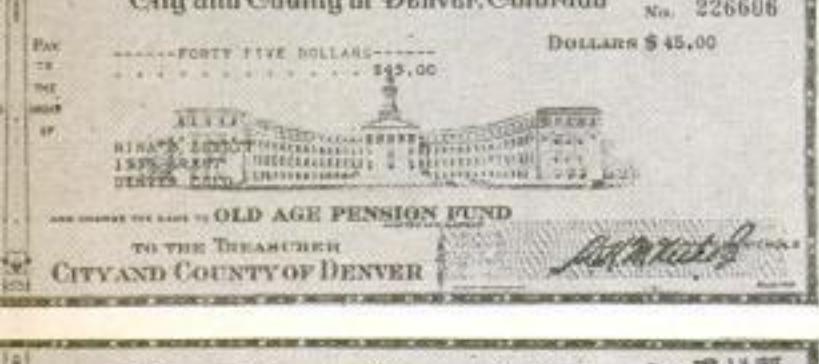
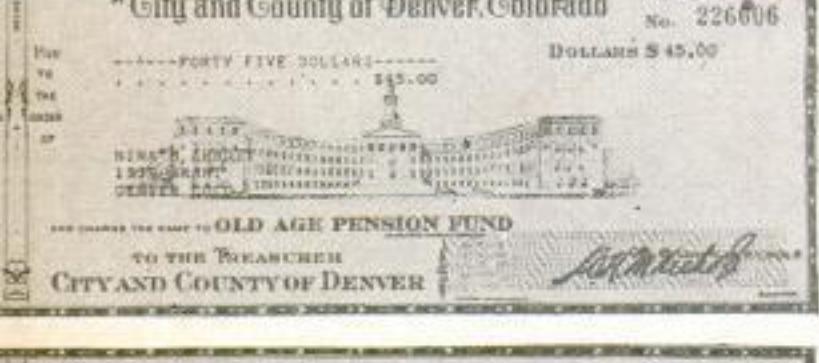
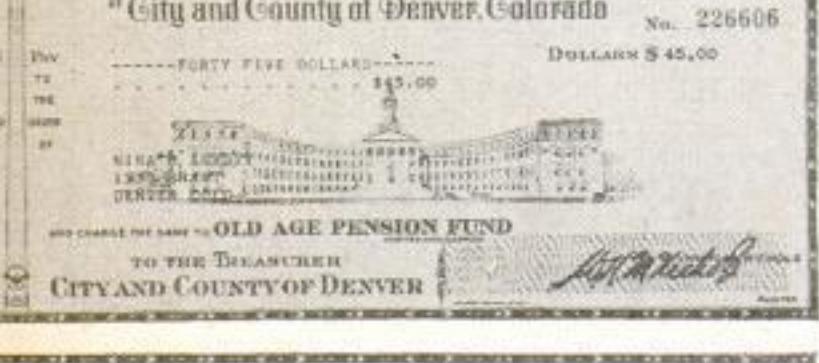
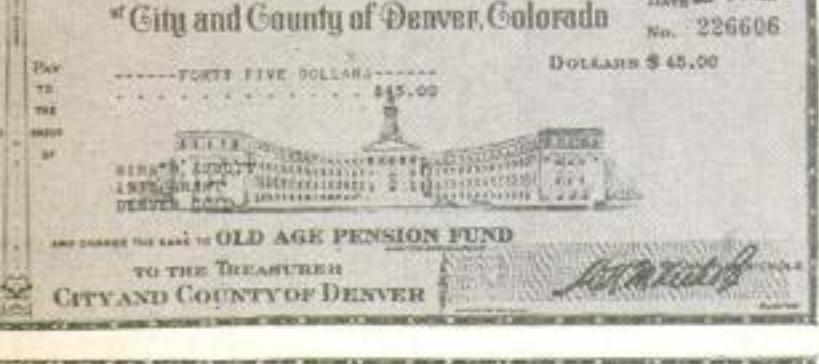
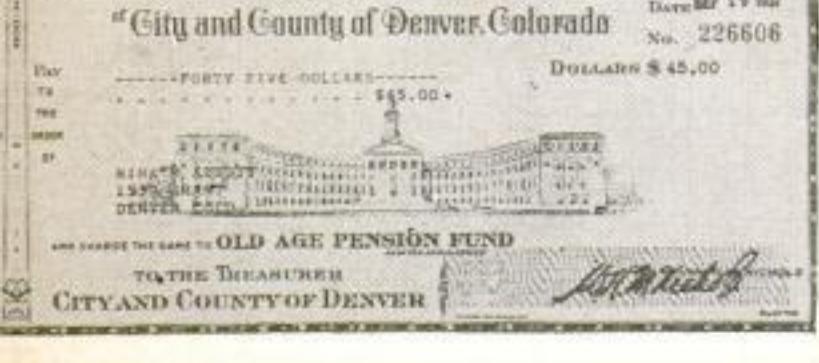
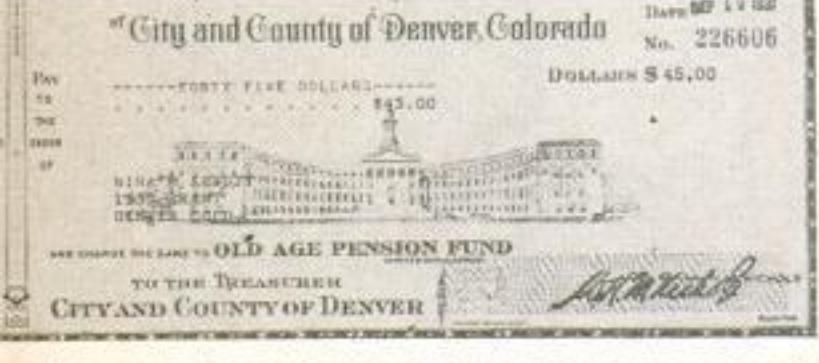
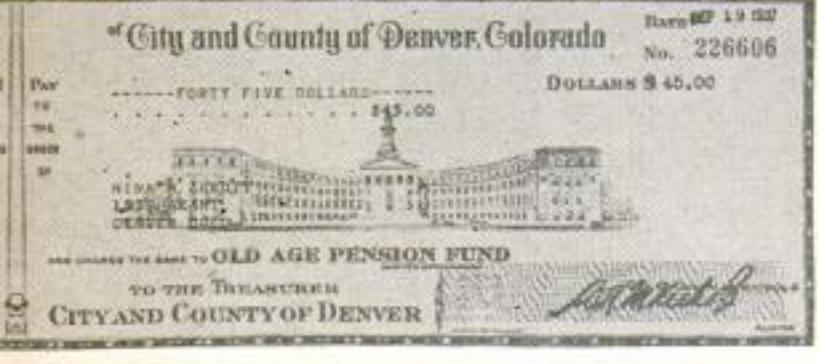
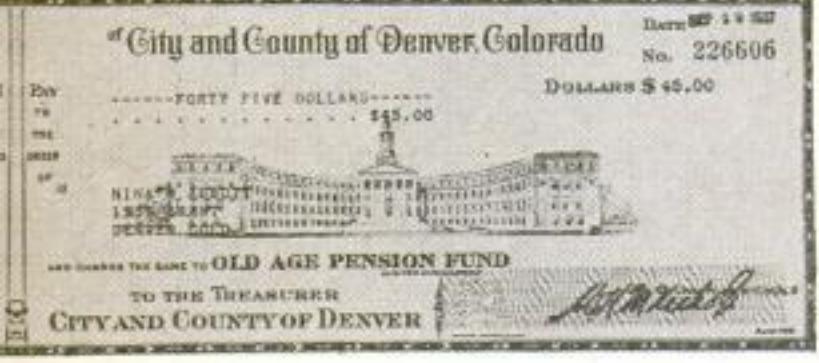
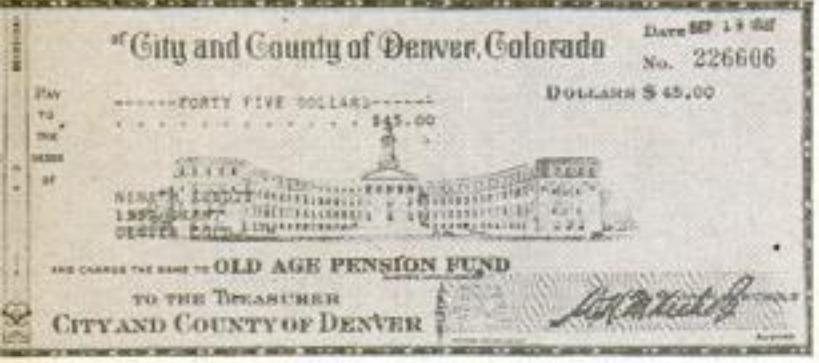
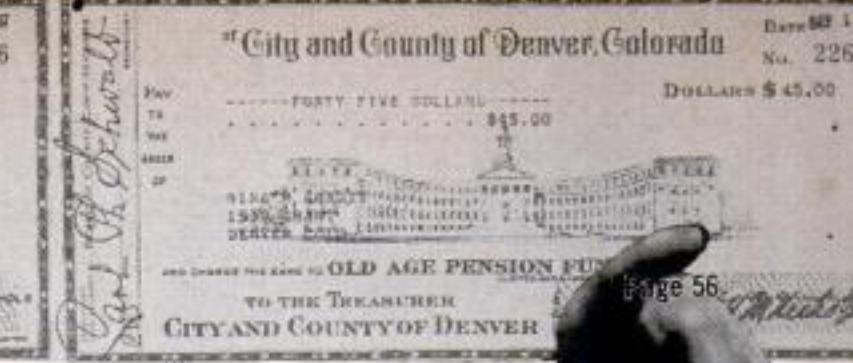
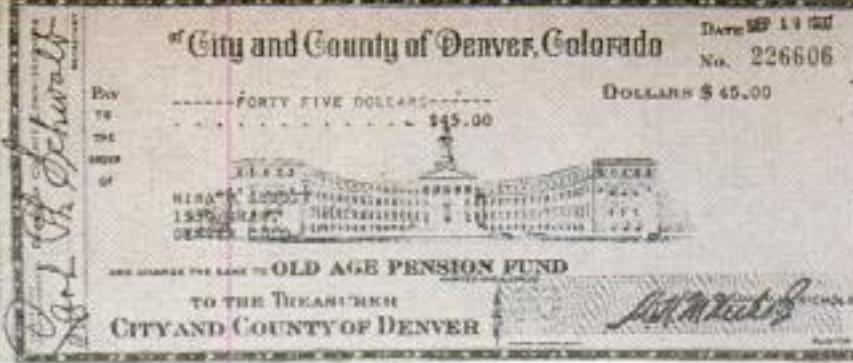
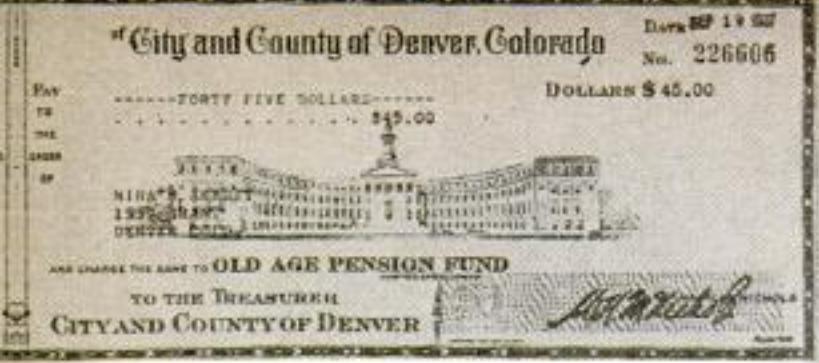
Rehearsals for Vinton Freedley's production of *Leave It To Me* began Sept. 12. On the dimly-lit stage of the Ambassador Theater, Dance Director Robert Alton first lined up the chorus, gave his piano player the cue, and plunged muscularly into dance routines. In another theater nearby, Samuel Spewack, who with his wife Bella is author of the script, began rehearsing Sophie Tucker, Victor Moore, William Gaxton, Tamara and other principals. For three weeks rehearsals continued eight hours a day. The fourth week everybody worked day and night.

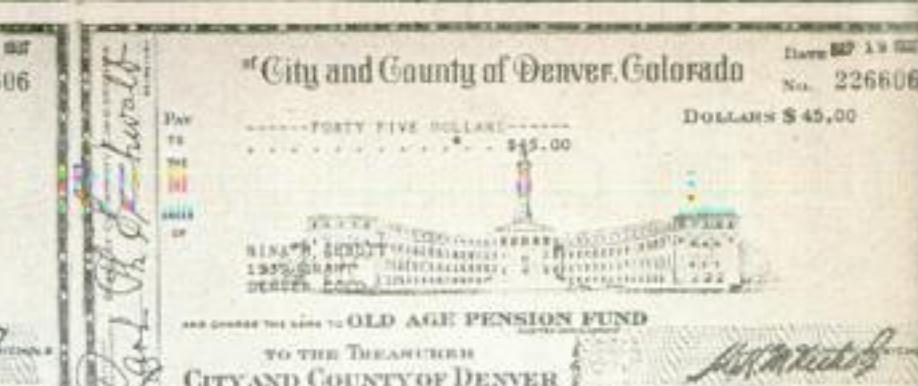
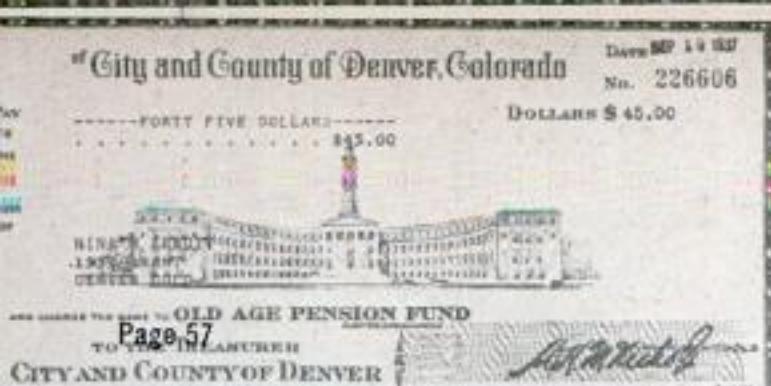
Meanwhile Scene Designer Albert Johnson directed the building of stage sets and costumers measured and fitted the cast. Oct. 12, amid habitual wild confusion, the first dress rehearsal was held in New Haven. Next night the play opened to a sold-out house, received so many curtain calls that William Gaxton made a speech. But afterward, in a smoke-filled hotel room, producer, director and authors met, compared notes, decided that the show was dull in spots and 53 minutes too long. Some scenes were marked for rewriting, some new Cole Porter songs planned.

When the play reached Boston (Oct. 17), it had been shaved down, speeded up. When it reaches New York, it will be fast and smooth and will have cost \$125,000 to produce. Though out-of-town papers praised it, its survival will depend largely upon what New York critics think.



Funniest song in the show is Cole Porter's *I Want To Go Home*, sung by Victor Moore. Good lines for a homesick ambassador: "I long in the drugstore again to sit, And order a double banana split."





# OLD AGE

## THE OLD IN AMERICA HAVE BECOME A POLITICAL FORCE & ECONOMIC MENACE

The statistics on old age are simple and emphatic. In 1860, there were 860,000 Americans past 65. Today there are 7,900,000 Americans past 65. In 1860, three out of four old folk were economically independent. Today, two out of three are dependent on someone for support.

As individuals, most old people are as pleasant and undemanding as the couple opposite. But in today's frightened and uncertain world, the old folks of America have become fearful and insecure. Urged on by pension leaders like Dr. C. A. Ellis of Colorado (right), they have banded together to demand Government pensions. By sheer numbers and singleness of purpose, they have become a great political force and a grave economic menace.

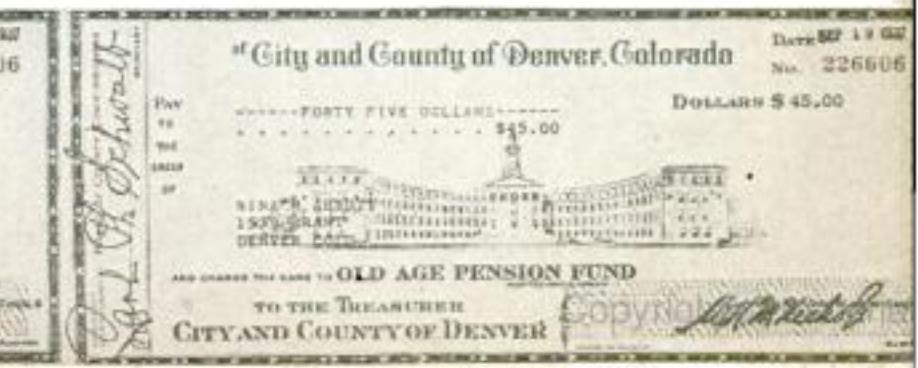
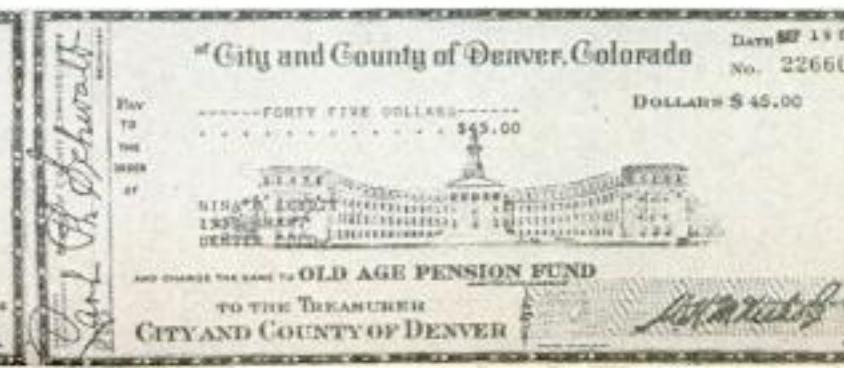
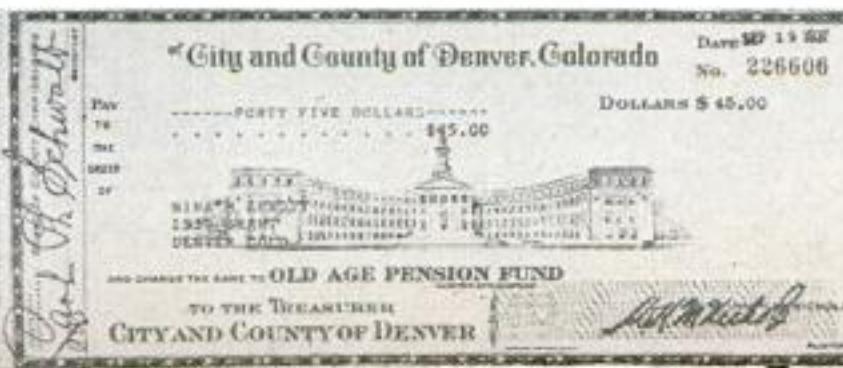
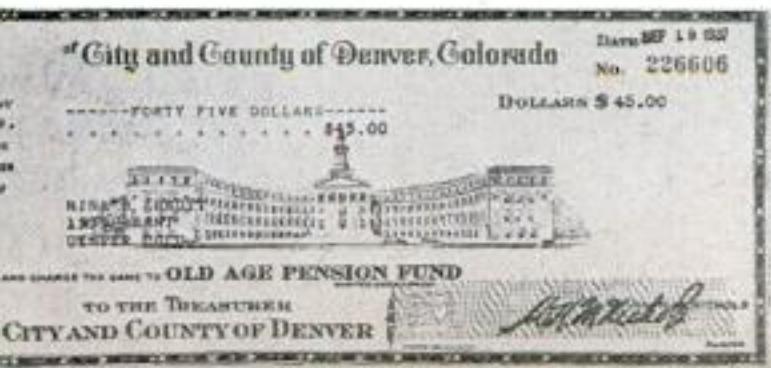
Dr. Townsend's plan, or California's \$30-every-Thursday proposal, would bankrupt the nation just as Dr. Ellis' \$45-a-month law is now bankrupting Colorado. This autumn, candidates in 18 States are paying lip service to the pension demands of the old. Already, their pressure has forced the U. S. to set up the huge Social Security system which, however, is largely planned to take better care of the old of tomorrow than the old of today.



Forty-one million Americans are registered in the vast files of the U. S. Social Security Board, which now helps 1,800,000 old folk, will eventually provide for all.



CONTINUED ON NEXT PAGE





**An independent old age** is not for those without money. Fear keeps most ancients close to whatever security they

may find. To only a few, like this old hobo, does a free life mean more than the piddling comfort of a poorhouse.

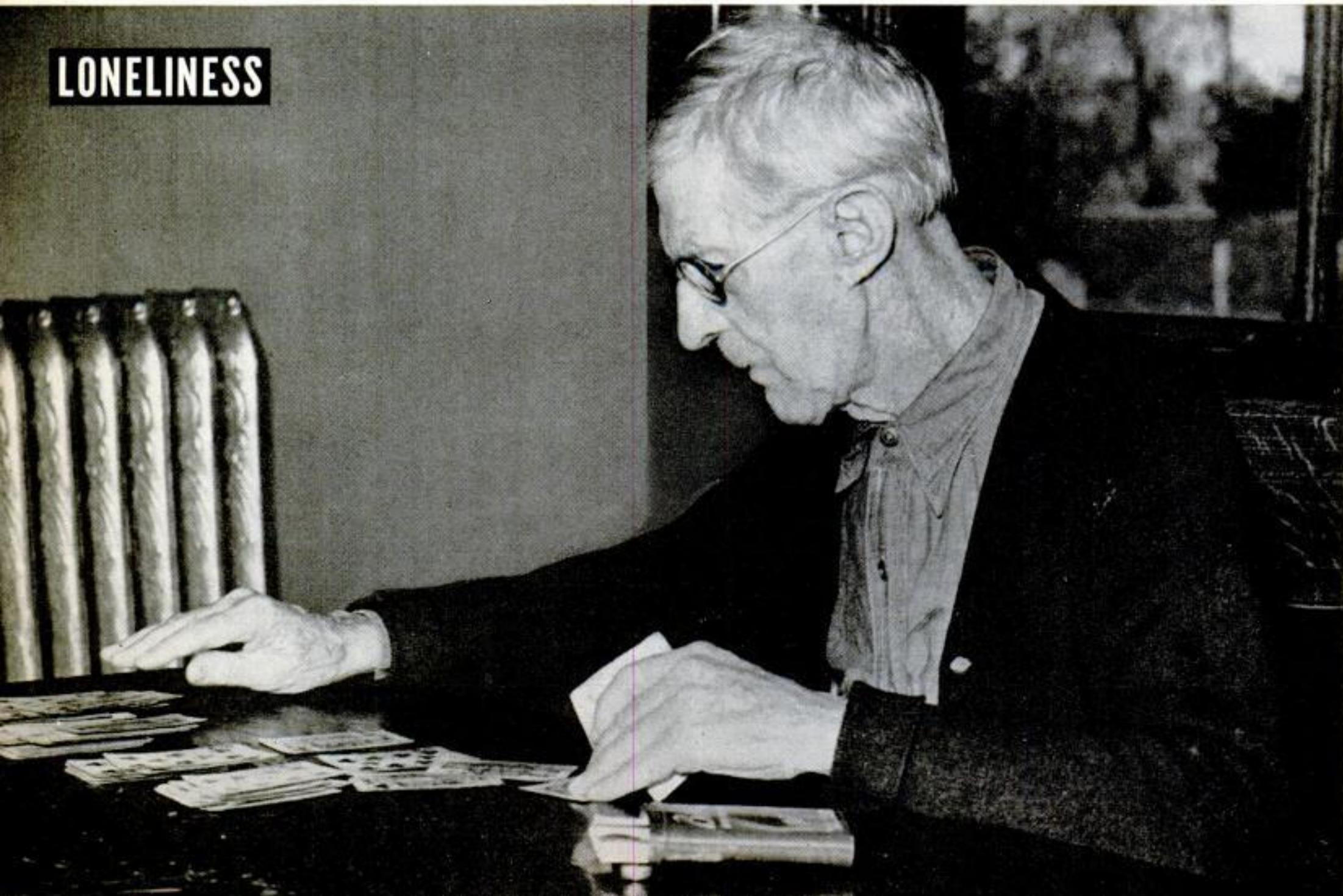
## SICKNESS



**Inevitable companion** of old age is sickness and the old are resigned to it. Above: Welfare Island. Against loneliness

and oblivion, there is only playing or fading memories to occupy the mind. Below: Denver County Farm, Denver.

## LONELINESS



## OLD AGE

(continued)

Page 58

# THE POORHOUSE CANNOT QUIET ITS COLD FEARS

Old age should be the most gracious time of life, a time when a man can reap reward for whatever good he has done, whatever use he has been, whatever wisdom experience may have brought him. Old folks as a rule make no unwarranted demand on the world. They want peace, modest comfort, a sense of dignity. They want not honor nor reverence so much as simple respect. They are content usually to let their last years be quiet echoes of their earlier ones.

But today when a man gets old and finds that the world has turned too fast for him, he begins to feel afraid. The fears of old men are not pleasant. They fear cold and hunger. They are afraid of sickness. And they are afraid of loneliness and oblivion, afraid that they will be forgotten, ignored and thrust from the affairs of life.

Primitive tribes had a simple solution for the problems of old age. Their useless old people were let out to die. In developing civilizations, there grew a reverence for the aged which reached its peak in China and India. In the Western World, old folks were probably never better cared for than on the feudal manors, whose lords provided for their aging subjects themselves or made sure their subjects' families did. As long as families were large and held together, care of the old was a family right and duty. But the family has grown smaller and has scattered. The duty is shifting to other shoulders.

Even today, with declining family responsibility, two-thirds of dependent old folks are supported by children or relatives. But an increasing number are being supported by Federal and State governments — a fourth of all dependent old people receive governmental old-age assistance. Americans, who look with horror on the Russian community nurseries which remove babies from the family fold, do not seem to have the same horror of the socialization of old people. The U. S. has lagged behind European countries in care of the old (see p. 66) but its newly-assumed responsibilities are rapidly increasing. In 1860, people over 65 made up only 2.7% of the total population. Today, they make up 6.3%. And in 40 years, they will be nearly 12%. This would mean, that in 1980 one out of eight people would be receiving Government old-age pensions.

As governmental Social Security takes over, it is pushing from the American scene one of its most disgraceful methods of supporting the aged: the old folks' home or poorhouse. All over the country today poorhouses are closing down. It is a good thing, too.

Of all ways of caring for the old, none was more degrading than the poorhouse. Often, they were badly run, supervised by untrained grafters who maltreated their wards for their own mean profit. But even the best-run poorhouse squeezed from its inmates all feeling of dignity. If it gave them grudging comfort, it gave them also the mark of the pauper. If it gave them company, it was the company only of the defeated. It took care of their ills only to give the whole home the air and smell of a hospital. Above all, it took the inmates away from the world and consigned them to oblivion.

Some privately-run old folks' homes escape these evils, doing a sensible and almost affectionate job of caring for the old. But these too, eventually, will go. As a well-intentioned, well-run public poorhouse, there is little to criticize about New York City's home on Welfare Island. The photograph on the opposite page shows old ladies living there. In this sad scene there is all the criticism anyone could make of the institution called the old folks' home.

**OLD FOLKS IN A POORHOUSE**



**CONTINUED ON NEXT PAGE**

## GENTEEL OLD FOLKS HAVE AN ELEGANT POORHOUSE

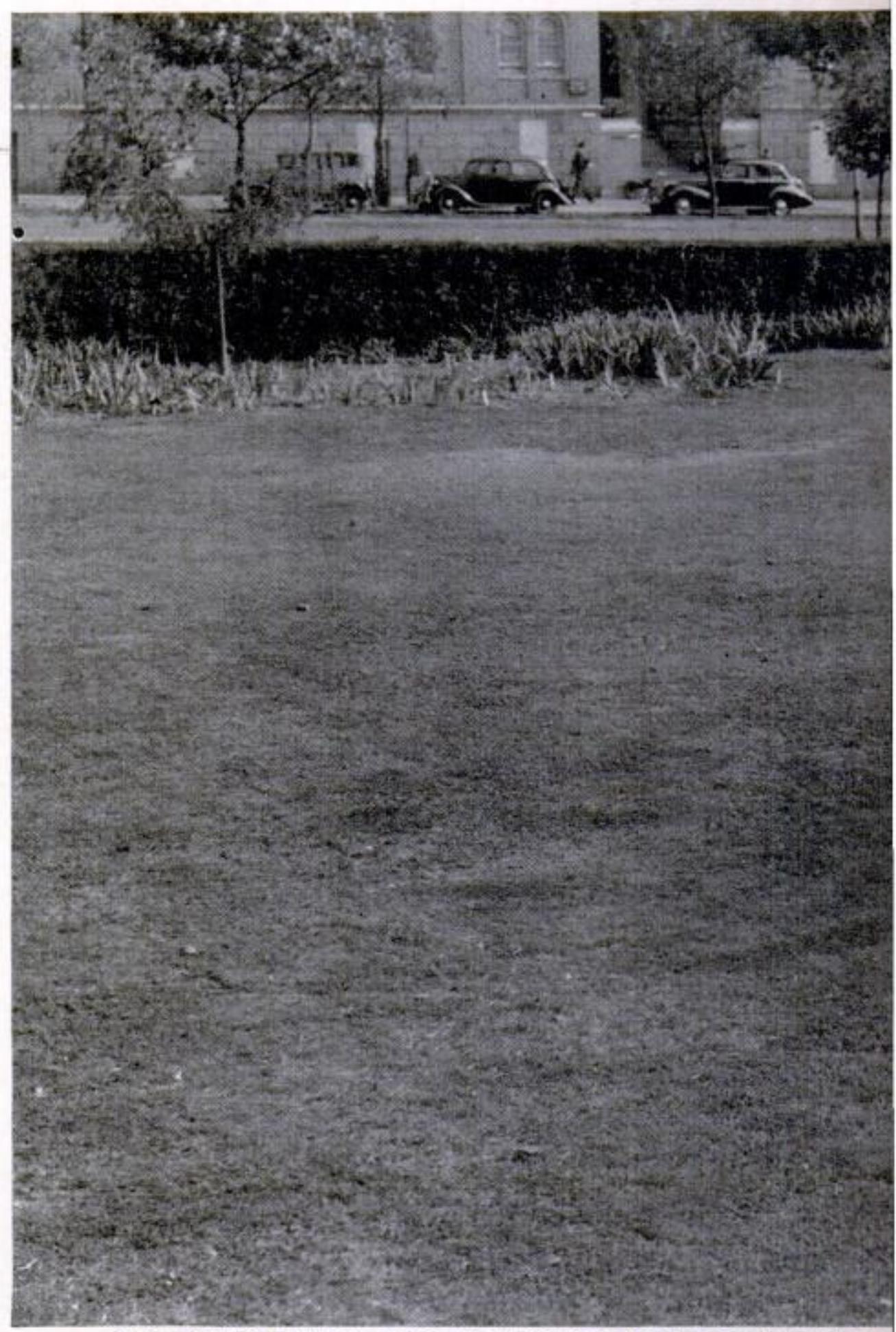
These photographs, like those on the previous pages, are photographs of a poorhouse. But it is a vastly different kind of poorhouse. Its long white building looks like a fine big mansion. Its carpeted, paneled and well-furnished rooms have the luxurious air of an elegant hotel. Its occupants, carefully dressed, speak with the accents of culture and refinement. Its servants are unobtrusive and well-trained, accustomed to the polite but sometimes imperious orders of those they serve. It is, as poorhouses go, just about perfection.

This amazing old folks' home is the Andrew Freedman Home in The Bronx, N. Y., a place for old people who have seen far better days. It was endowed by a rich real-estate man who helped build the New York subways and once owned the New York Giants baseball team. Andrew Freedman thought that being poor and old was bad enough. But he thought that it was far worse to have been rich once and, in age, to be poor. When he died Andrew Freedman left \$5,000,000 to build and endow a home "for aged and indigent gentlefolk . . . of culture and refinement." Today there are 130 "guests," average age 74, oldest 92.

Some of the guests in the Andrew Freedman Home were once wealthy. All of them are definitely genteel. Among them are ex-corporation executives, half a dozen opera singers, a few artists, a Tsarist general. They live in nicely furnished rooms, each with private or semi-private bath. Only married couples over 60, in good health, are admitted. Former wealth is not an entrance requirement but gentility is. So is a small income, enough for clothes and comforting trifles. For, remembering their better days, the ladies still must have face powder and the gentlemen like cigars.

**A retired sculptor** lives with dignity at the Freedman home. Once, when he was well-known and well-off, he carved the bas-reliefs for the Library of

Congress. He has been at the Home since 1933, still dresses well, keeps his shoes brightly shined, carries a stick and cigar, visits the city's art galleries.



THE HOME'S LAWN IS WIDE, THE ROCKING CHAIRS COMFORTABLE.



THE BIG 50-FT. LOUNGE OF THE HOME IS QUIETLY ELEGANT. THE



THIS PLEASANT LADY IS THE WIDOW OF A MAGAZINE EDITOR



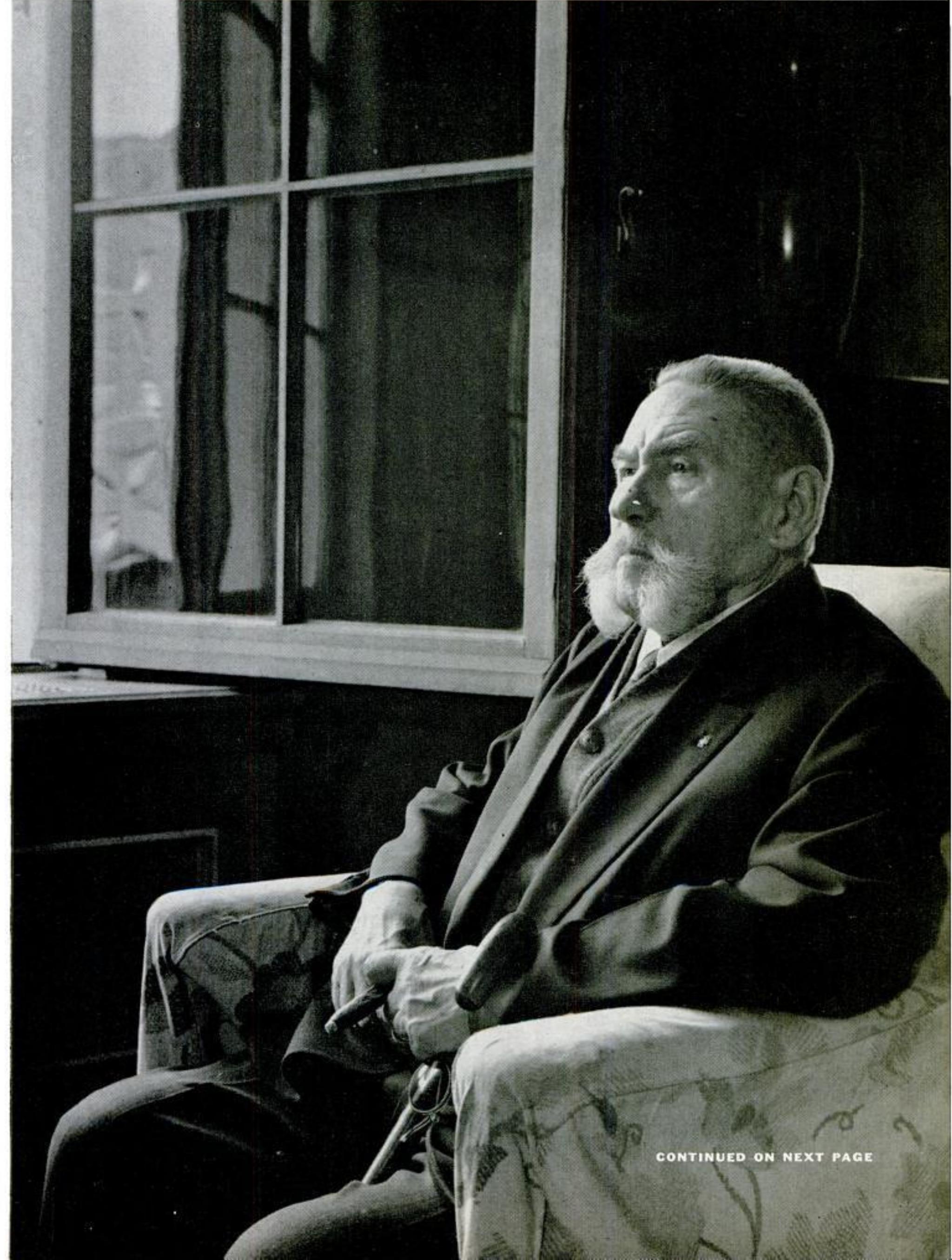
CONVERSATION OF THE GUESTS SHOWS EDUCATION AND BREEDING



THE IMPOSING EDIFICE OF THE FREEDMAN HOME IS ON THE GRAND CONCOURSE IN UPPER BRONX

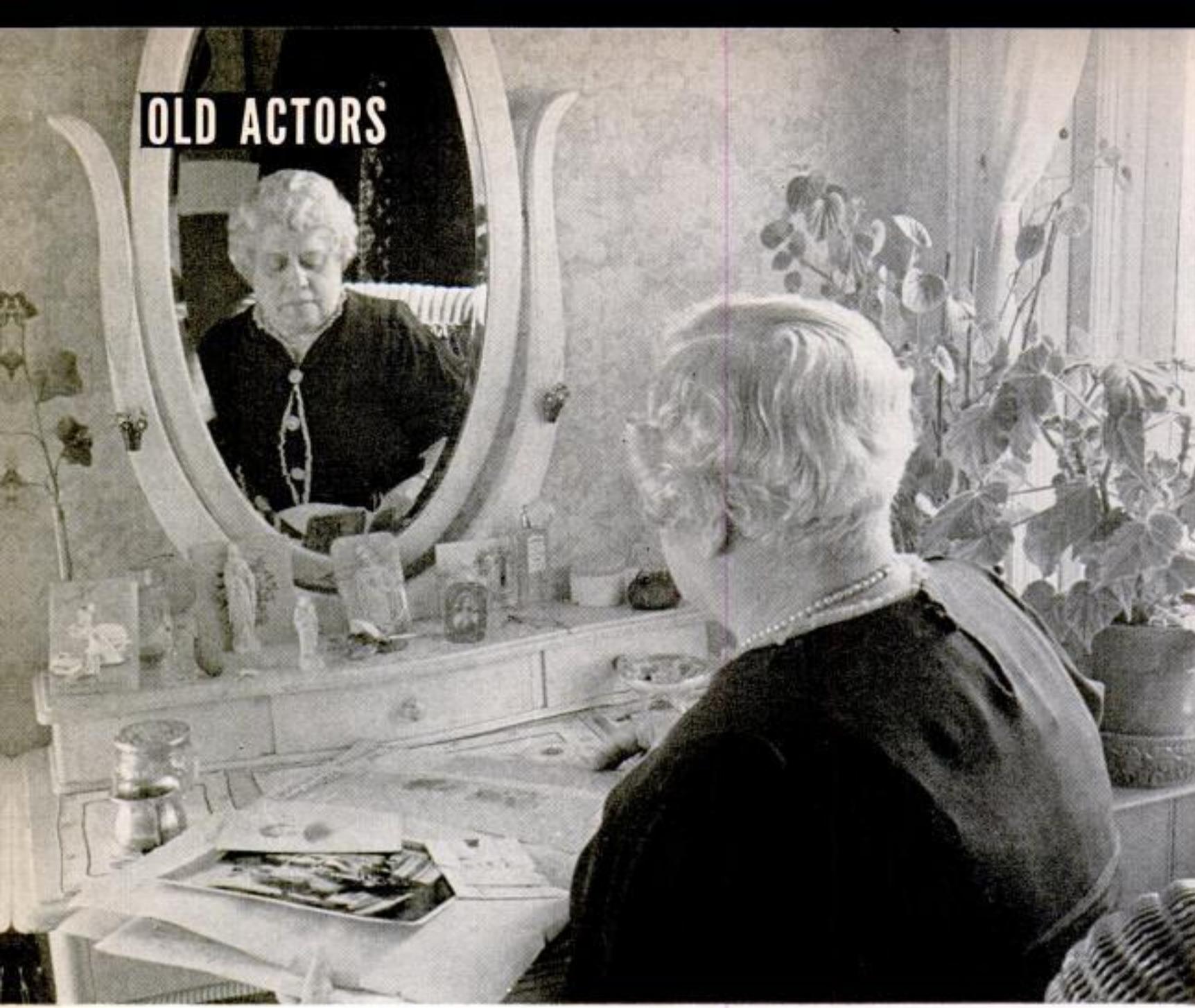
**A Russian General** who, under the Tsars, was governor of the strategic island of Sakhalin, north of Japan, has been at the Home for several years. He

came to America after the Bolsheviks killed his family. Handsome and distinguished, he is still a personage in White Russian circles in New York.



CONTINUED ON NEXT PAGE

## OLD ACTORS



**The Percy Williams Home** on Long Island takes comfortable care of destitute theater people. Above: Josephine Sabel, former comedienne, at her make-up table. In an imposing building near Bedford, Va., the B.P.O.E. harbors 300 old Elks. Below: old Elk at nightly hygiene.

## OLD ELKS



## OLD AGE

(continued)

Page 62

## OLD MINISTERS



**James Cash Penney Memorial Home Community** is near Green Cove Springs, Fla., where retired ministers of any denomination may live. Founded by James Cash Penney, chain-store tycoon, in memory of his preacher-father and mother, it requires that ministers bring their

## OLD CARPENTERS



**The United Brotherhood of Carpenters and Joiners of America** spent \$3,000,000 building what amounts to a first-class country club for its retired members outside Lakeland, Fla. Almost 450 of them live there now, in a spreading Spanish-style house surrounded by 2,000



wives, have enough to pay \$12.50 a month maintenance charges and buy their food. In the colony they are allowed complete independence. They live in four-room apartments, play shuffleboard, croquet. Between the hours of 12 and 2, when this photograph was taken, they stay indoors to rest.



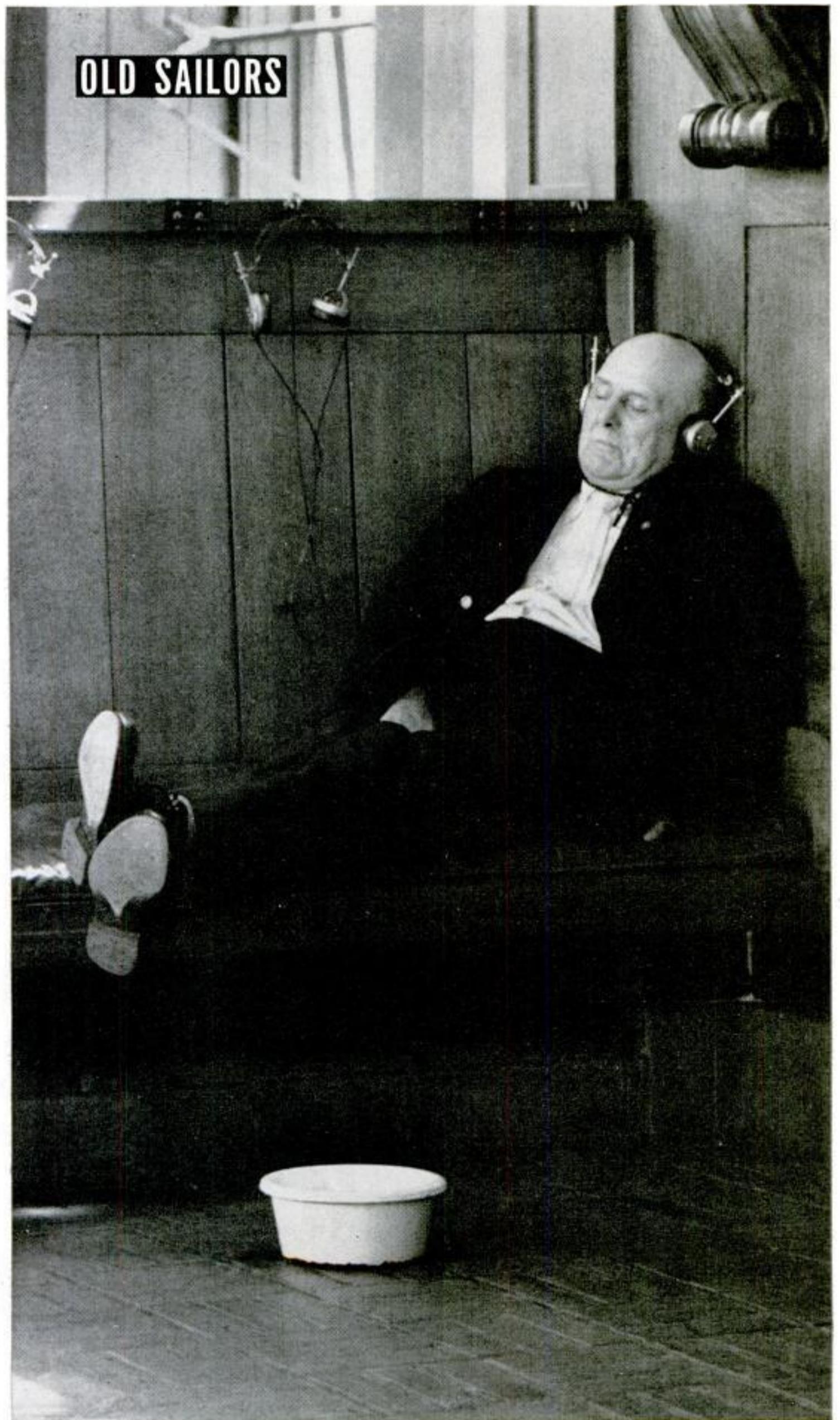
acres of land. They eat in a pillared dining room (above), fish in a well-stocked lake, play golf on a first-rate 18-hole course, putter around the spreading orange groves and work in the flower gardens. Any old, dependent union member, in good standing and over 65, may live there free.

## A LUCKY FEW LIVE IN "COUNTRY CLUBS"

The luxury of Andrew Freedman Home (pp. 60 & 61) is exceptional. But the expensive care it provides is approached in dozens of other old folks' homes set up for the benefit of particular crafts or professions or fraternal orders. On these pages are shown the places provided for old folks who were once actors, Elks, ministers, carpenters, sailors. Other big trade unions, many Protestant denominations, many Masonic lodges have set up similar homes. They all have, to some degree, the air of country clubs.

The surprising physical facilities these homes afford make for a very pleasant existence. But just as important is the lift these institutions give to aging spirits. Their occupants are seldom lonely because they always have something to talk about, someone who understands for an audience. Here, indulging in the supreme pleasure of shop talk, they can remember with satisfaction the things which once made up their lives and made them useful in the world. The actors at the Percy Williams Home endlessly recount their old-time stage triumphs, endlessly discuss the state of the modern stage. At the Penney community the great recreation of the ministers is preaching to each other on Sundays. The carpenters and joiners at Lakeland make orangewood canes for other carpenters and joiners. And the old salts in Sailors' Snug Harbor, when not listening through earphones to wireless messages or watching ships come and go in the harbor, sit around telling their unbelievable yarns to their unbelieveing but tolerant companions.

### OLD SAILORS



**Sailors' Snug Harbor**, haven for old mariners, has 120 acres and 50 rambling buildings on Staten Island. It houses 800 retired seamen on the income of an estate which was small when left by Robert Randall in 1801 but which has since grown to a fortune of \$25,000,000.

CONTINUED ON NEXT PAGE



**A craftsman** has a good chance of keeping his independence. This is Chris Steidinger who spent years learning to be a pressman. At the age of 64, he is still one of the best in America.



**An unskilled worker** seldom keeps a job into old age. The faithful worker below at Cluett, Peabody (Arrow Shirts) was retained with simple job of sewing scraps into buffing wheels.

## INDEPENDENCE AND A FAMILY ARE BEST

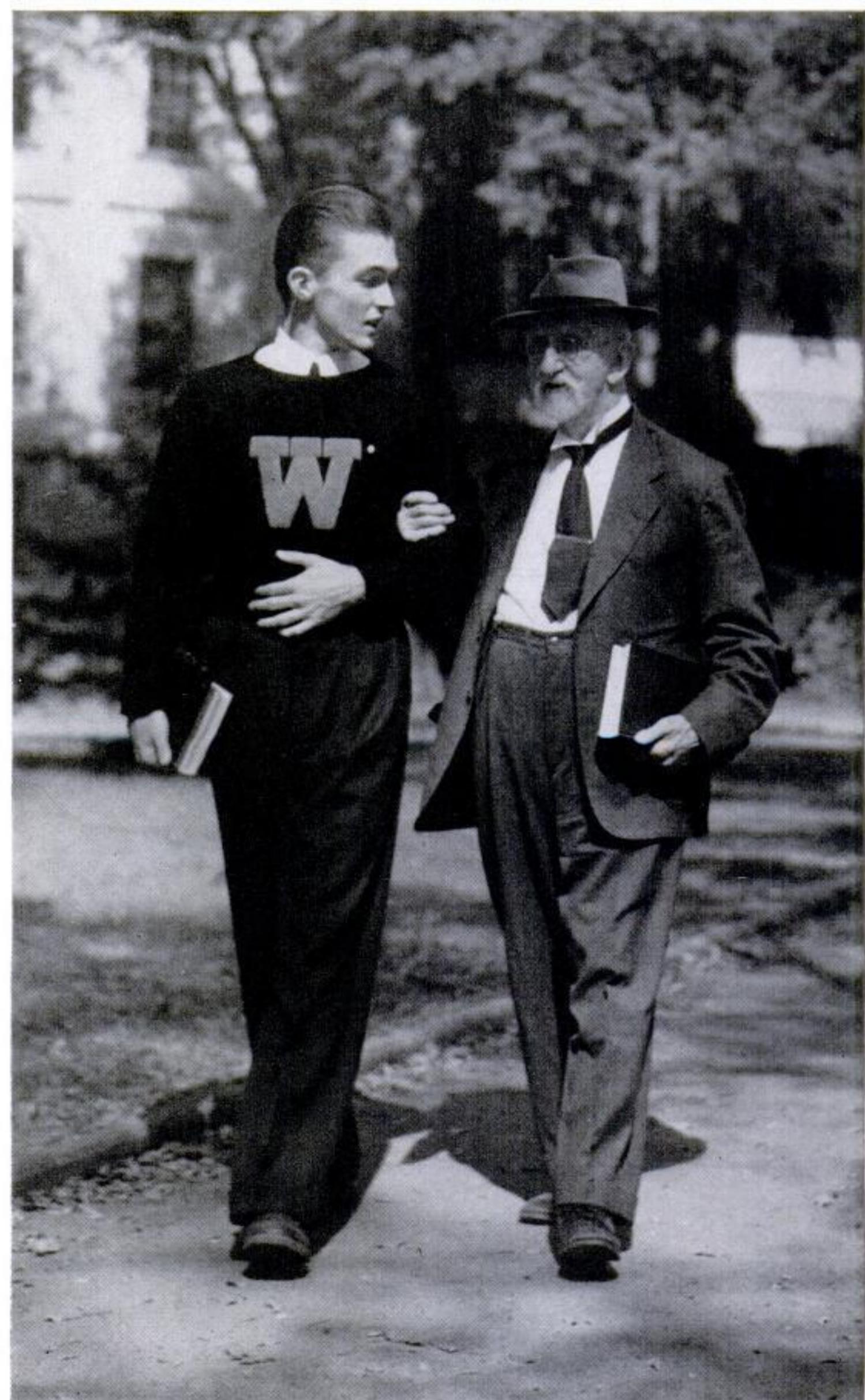
The best way to be old is to be independent but this is a blessing bestowed today on comparatively few. Only one out of three old people still earn their living or are fortunate enough to have enough money put by for their last years. To the old, science is at once benefactor and villain. Through medicine, science has added years to man's physical life. But through the machine, it has taken years from his economic life.

In 1860, when most old people were self-supporting, a man of 70 could still earn his way on his farm, in his shop or by his craftsman's skill. Today, the man of 40 finds himself approaching economic obsolescence as industry, steadily though reluctantly, pushes lower and lower the age limit at which it will hire workers. There are some industries which hesitate to hire a man if he is over 35. This is not so much the fault of the industry as it is of the machine. A machine must go at a certain speed. If a man is too old to keep up with the machine, he is of no use to the machine.

It is those who tend machines, the unskilled workers, who go most quickly on the economic scrap heap. The diminishing numbers who learn a craft live a longer productive life. Longest productive lives of all are lived by businessmen and professional people—doctors, lawyers, teachers. These last are the people who invest most time in earlier life in preparation.

But if a man cannot have independence and still has a family which cares for and cherishes him, he still can feel that his fading life is blessed.

**The professional man** lasts longest. Below is Joseph Augustus Gamewell, one of the oldest active U. S. professors. At 88 he teaches Latin at Wofford College, Spartanburg, N. C.





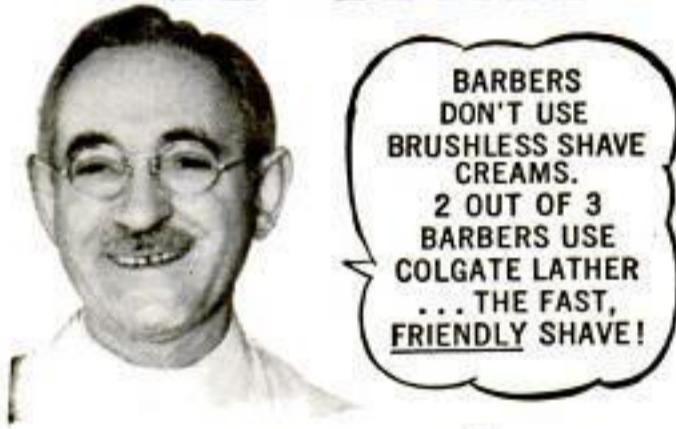
## This is the way to grow old

Here in their parlor in Norwell, Mass., are four generations of Merritts: Joseph Merritt, 66, his wife, her foster mother, his son and daughter-in-law, his two grandsons. Old age could hold no more for any man than for "Joe" Merritt, whose father lived with him as he now lives with his son. As a town clerk, he supports himself. As a parent, he lives with his family. The Merritts lead a full life. Joe Merritt has

his work and his historical researches, Alice Merritt her sewing, her crocheting, her grandchildren. Their days go by full and unworried, following one on the other in the same slow but busy pattern. But the family as an institution is breaking up, hard times are having their effect and homes which parents share with children—the traditional way to grow old—are slowly but steadily passing from the American scene.

CONTINUED ON NEXT PAGE

"FOR A FAST, EASY SHAVE—  
**DO AS  
 BARBERS  
 DO...USE  
 COLGATE  
 LATHER"**



BARBERS  
 DON'T USE  
 BRUSHLESS SHAVE  
 CREAMS.  
 2 OUT OF 3  
 BARBERS USE  
 COLGATE LATHER  
 ... THE FAST,  
 FRIENDLY SHAVE!

Signed *Gustav Oermann*  
 Head Barber, Sherry-Netherland Hotel,  
 New York City

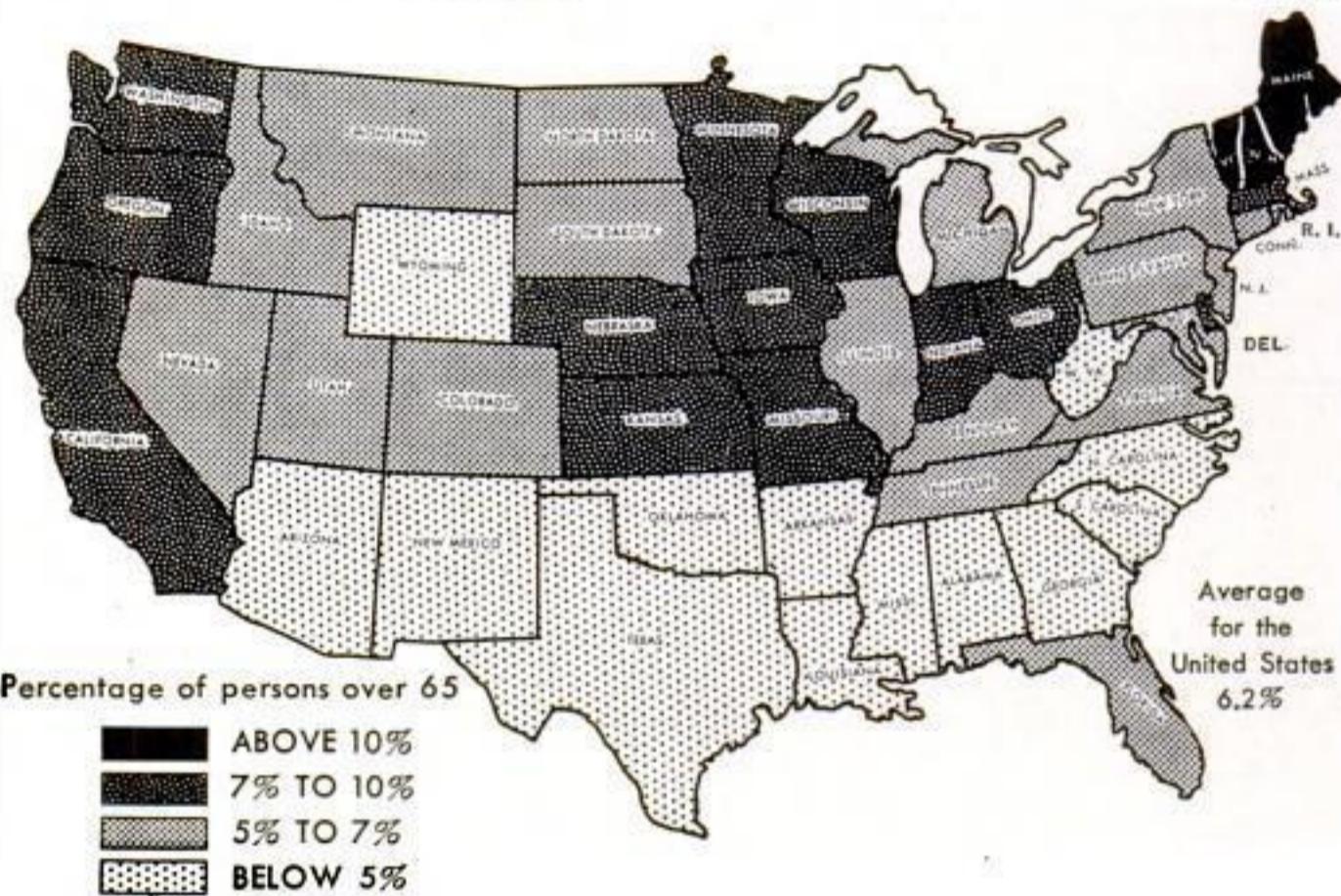
- 1. QUICKER**  
 because you don't have to  
 prepare your beard before  
 using Colgate Rapid-Shave  
 Cream.
- 2. SMOOTHER**  
 because its rich, small-bubble  
 lather melts the beard soft  
 at the base, so your razor cuts  
 clean.
- 3. OUTLASTS  
 BRUSHLESS  
 CREAMS 5 TO 1**

Barbers know from long experience that lather gives a smoother, easier shave than brushless creams, because it wilts whiskers softer and faster. And 2 out of 3 barbers use Colgate lather. So change to Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather . . . loosens the film of oil on each hair of your beard . . . soaks it soft and limp, easy to cut off smooth and clean. You can get 200 clean, friendly shaves in every 40c tube. Brushless creams cost far more per shave! Buy Colgate Rapid-Shave Cream today. 25c and 40c.

*Colgate*  
**RAPID-SHAVE CREAM**

**OLD AGE** (continued)

*OLD-AGE PICTURE OF NATION: LIGHT ON THE PENSION DRIVE*



ALABAMA 4.4%	IOWA 8.6%	NEBRASKA 7.2%	RHODE ISLAND 6.6%
ARIZONA 4.1%	KANSAS 7.9%	NEVADA 5.9%	SO. CAROLINA 3.8%
ARKANSAS 4.7%	KENTUCKY 6.3%	N. HAMPSHIRE 10.4%	SO. DAKOTA 6.1%
CALIFORNIA 7.5%	LOUISIANA 4.2%	NEW JERSEY 5.8%	TENNESSEE 5.3%
COLORADO 6.9%	MAINE 10.1%	NEW MEXICO 4.5%	TEXAS 4.6%
CONNECTICUT 6.7%	MARYLAND 6.6%	NEW YORK 6.1%	UTAH 5.2%
DELAWARE 8.1%	MASS. 7.5%	NO. CAROLINA 4.2%	VERMONT 10.2%
FLORIDA 5.7%	MICHIGAN 6.1%	NO. DAKOTA 5.1%	VIRGINIA 5.6%
GEORGIA 4.5%	MINNESOTA 7.4%	OHIO 7.2%	WASHINGTON 7.5%
IDAHO 5.9%	MISSISSIPPI 4.5%	OKLAHOMA 4.7%	W. VIRGINIA 4.9%
ILLINOIS 6.4%	MISSOURI 7.8%	OREGON 8.2%	WISCONSIN 7.5%
INDIANA 8.3%	MONTANA 5.8%	PENNSYLVANIA 6.1%	WYOMING 4.3%

**A**s the map above shows, the old-age problem blankets the country. Even conservative Maine elects Townsendites to Congress because 10% of its population are over 65. The unworkable pension proposals of the Dr. Townsends have been, in themselves, useless. But they have been a great factor in rushing completion of the present workable Social Security system, forcing the Government to pass its Social Security laws in 1935. Germany had an old-age pension plan in 1889. Most of Europe has had satisfactory pension plans for years.

Social Security provides three major things: 1) Old Age Insurance, which collects money from workers and employers, builds it into a fund which workers will draw upon when over 65; 2) Old Age Assistance, by which the Federal Government gives money out of general taxes to States to care for the needy old; 3) Unemployment insurance, which has nothing to do with age. At present, 25,000,000 workers are covered by old-age insurance. First pensions will be issued in 1942. Soon probably some 15,000,000 workers not now included—farmers, domestics, etc.—will come under social security.



NEEDY OLD APPLY FOR OLD-AGE ASSISTANCE IN NEW YORK

★★★  
**HENNESSY**  
 COGNAC BRANDY



**The new fashion is to make an Old-Fashioned with Three-Star Hennessy. What a difference! The flavour and bouquet of Hennessy give this old favorite a delicious mellowness.**

**HENNESSY OLD-FASHIONED:**  
 1 lump sugar; 2 dashes bitters; 1 jigger Three-Star Hennessy. Crush sugar and bitters together, add lump of ice, decorate with twist of lemon peel and slice of orange using medium size glass, and stir well.



84 PROOF

**INSIST ON HENNESSY in a Brandy-and-Soda • Brandy Cocktail • Mint Julep • Side Car • Stinger Cocktail • Brandy Sour**  
 Distilled and bottled at Cognac, France  
**JAS HENNESSY & CO. • Established 1765**

**SOLE U. S. AGENTS:**  
**Schieffelin & Co., NEW YORK CITY**  
 IMPORTERS SINCE 1794



A BILL of several hundred dollars . . . or several thousand . . . to repair damage done to your home by fire is no smaller . . . nor easier to pay . . . than one of the same amount caused by any other hazard. A loss is a loss, no matter what the cause. Yet every year home-owners who have been wise enough to insure against fire suffer losses

totaling millions of dollars from other hazards . . . windstorm, explosion, burglary, damage awards for personal injuries suffered on their premises, etc.

The moral is obvious . . . protect yourself against every hazard that can bring you financial loss. Any North America Agent, or your broker, will be glad to tell you, without

obligation, which policies you should have for your home, business, automobile and other possessions. Consult him as you would your doctor or lawyer.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

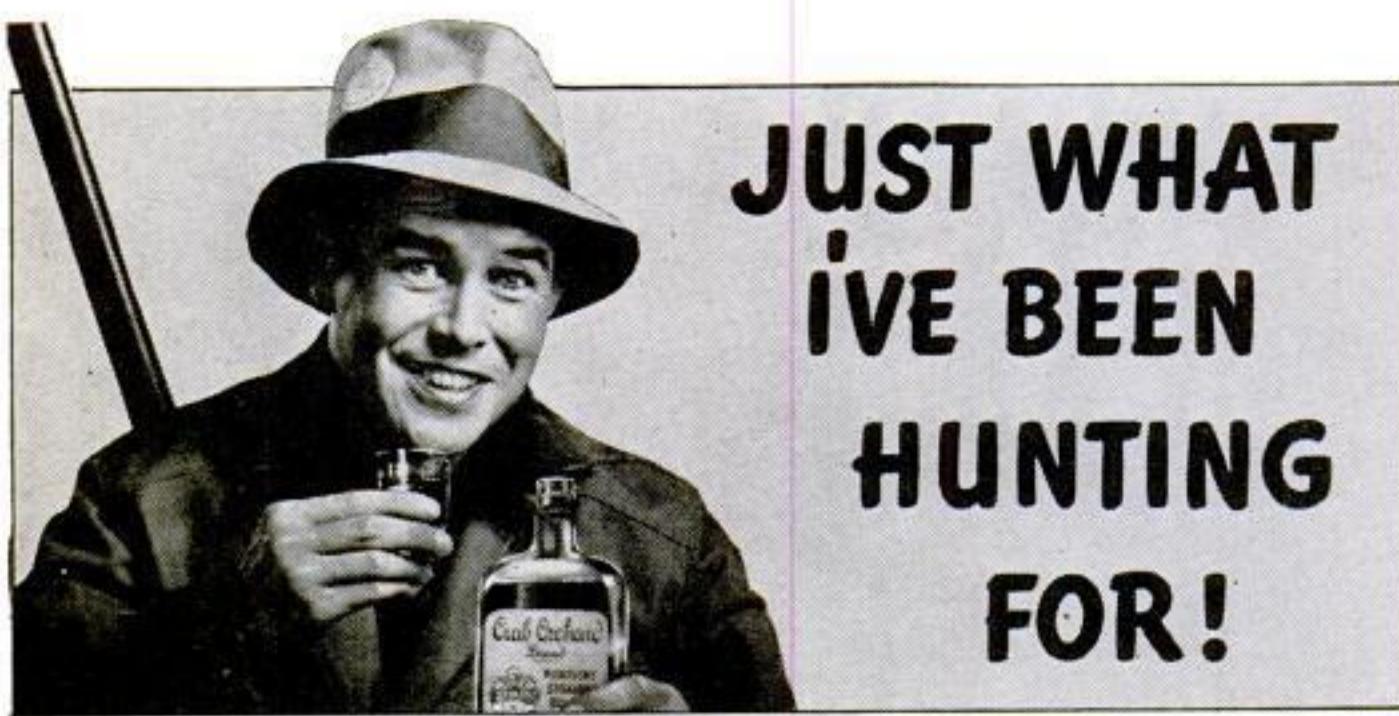
## Insurance Company of North America

PHILADELPHIA

*and its affiliated companies write practically every form of insurance except life*

FOUNDED  
1792

LOSSES PAID  
\$435,000,000



PLEASE YOUR PALATE AND YOUR PURSE—AT YOUR FAVORITE BAR OR PACKAGE STORE, ASK FOR

**Crab  
Orchard**  
BRAND  
**WHISKEY**

KENTUCKY STRAIGHT BOURBON  
90 PROOF

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# PEOPLE

The Cameras of the World Press  
now put these people in the News



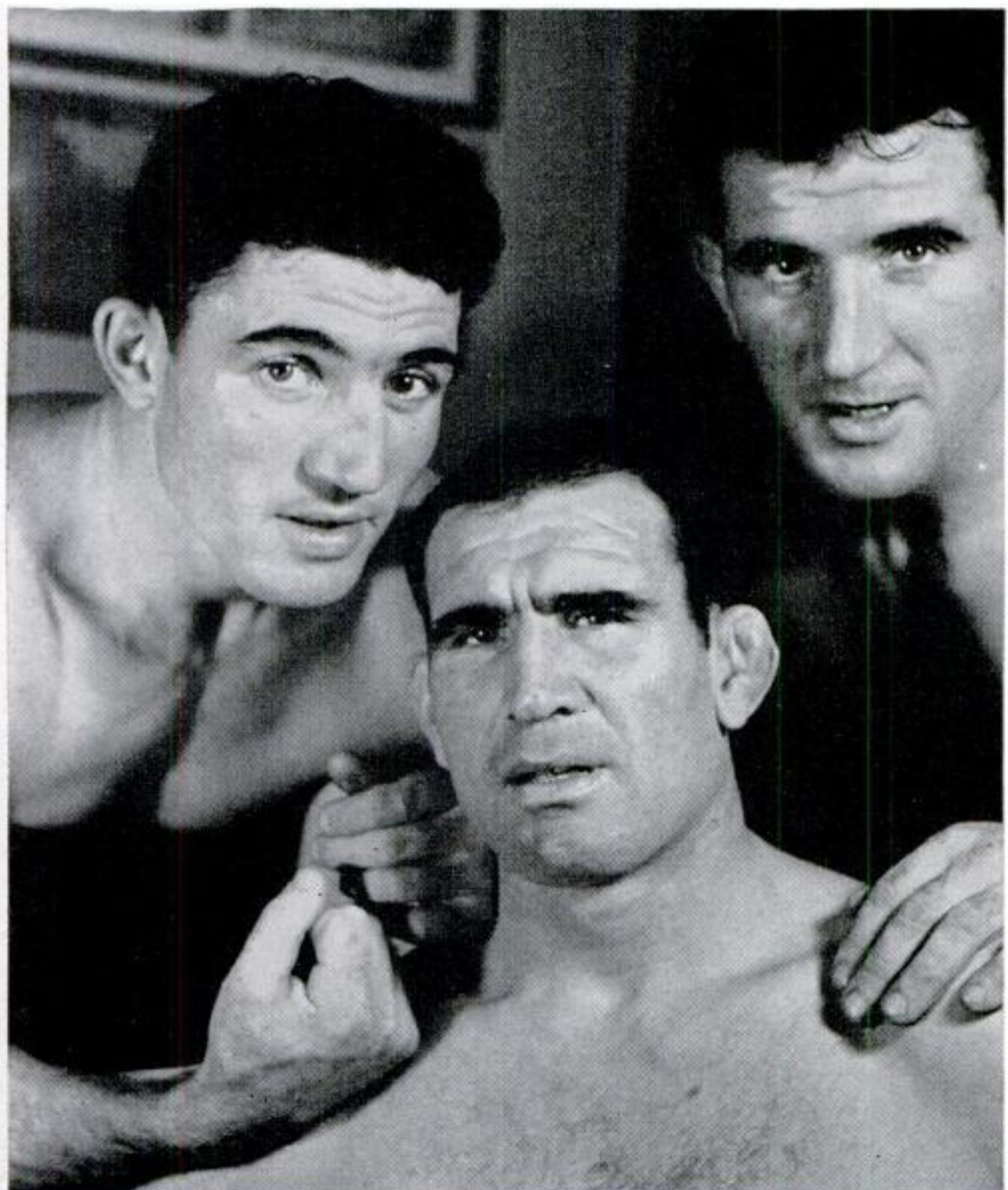
**Dr. Hu Shih** (left), philosopher, poet and new Chinese Ambassador to the U. S., leaves the White House with State Department's George Summerlin after presenting credentials. A student at Columbia in 1915, he resolved to devote himself to writing in the Chinese vernacular, scorning ancient classical forms which only a few scholars could read and none could speak. His literary revolt helped create a single Chinese language which spread and greatly strengthened Chinese nationalism.



**Albert Lasker and Doris Kenyon** made the marriage-of-the-week in New York Oct. 28. Lasker, 58, made a fortune as head of the Lord & Thomas advertising agency, served as chairman of U. S. Shipping Board under Harding. Mrs. Lasker, 41, who appeared in Broadway operettas 20 years ago, became a great star of the silent screen, has recently been a concert singer. Her first husband was the late Milton Sills, who taught philosophy at University of Chicago before going to Hollywood.



James Roosevelt and his nurse, pretty Romelle Schneider of the Mayo Clinic, saw Southern California's football team beat Stanford, Oct. 22. Recovered from his gastric ulcer operation, Sept. 11, James is vacationing at a California ranch. On Oct. 27, Walter Wanger entertained him at the Trocadero. Norma Shearer, Merle Oberon, Joan Crawford, Joan and Constance Bennett primped specially for "the best-dressed party of the year." Nurse Schneider chummed with the Henry Fondas.



The Casey Brothers, heavyweight wrestlers from Sneem, County Kerry, Ireland, arrived in this country on Oct. 22 and made their collective debut in Boston five nights later. Tom (left), the baby of the trio, bloodied his opponent's nose. Steve ("The Crusher") wrenched his rival's shoulder and Jim (right) threw his man resoundingly through the ropes. Together the clavicle-cracking Caseys weigh 660 lb. Proud Papa Casey of Sneem has four other strong sons. They wrestle too.

## Smiles May Speak When Words May Fail

Be sure your dentifrice brings quick, complete refreshment to mouth, gums and teeth



DURING every meal, minute food particles lodge in tiny crevices in and between the teeth. Here fermentation may begin and acids form—acids that may attack enamel, and be a factor in tooth decay. And it is only obvious that such fermentation may mar the sweetness of breath and taste.

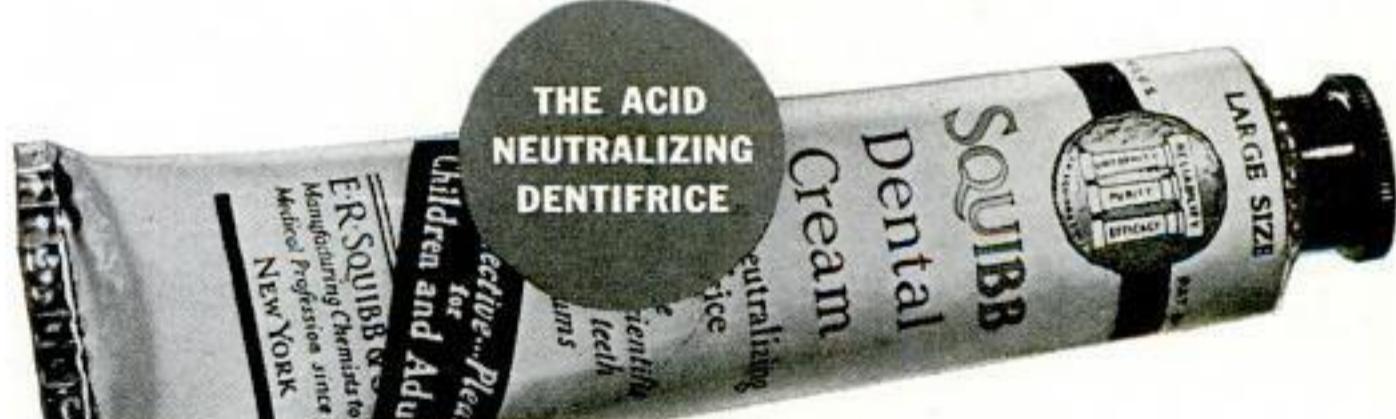
That is why you should fight acid when you brush your teeth. That is why Squibb Dental Cream is made with a safe, scientific antacid that can penetrate into tiny crevices and neutralize these acids of decay wherever it comes in contact with them.

Switch to Squibb Dental Cream for yourself and every member of your family. It costs no more... and think what added assurance it gives! Note the feeling of quick refreshment throughout the mouth.

And remember that, by the use of Squibb Dental Cream and adequate professional care, most tooth decay can be prevented.

FOR THOSE WHO PREFER POWDER. Squibb Tooth Powder contains the same essential ingredients as Squibb Dental Cream.

## SQUIBB Dental Cream



*The Priceless Ingredient of Every Product is the Honor and Integrity of Its Maker*



OHIO'S TAU KAPPA EPSILON CORNERS A LIKELY FRESHMAN EARLY WITH A WELCOMING COMMITTEE TO CARRY HIS BAGS INTO THE CLUBHOUSE

## Life Goes to Rush Week at Ohio State

Competition for suitably social and solvent Freshmen costs Ohio's fraternities \$250 apiece

**O**n American campuses there are approximately 70 national Greek-letter fraternities with 1,000,000 members and some 2,600 chapter houses, most of them mortgaged. To fill the chapter each autumn with pledges both socially desirable and financially well-fixed is for most fraternities a pressing problem. Hence Rush Week, when likely candidates are wooed with free dates with pretty girls, meals at the

chapter house, introductions to football heroes, dances and hay rides. At Ohio State University, whose shaded streets are lined with 100 chapter houses, Rush Week costs each fraternity about \$250. Below are a rusher's instruction sheet, a Kappa Sigma rushee's date card for the week and an enthusiastic upperclassman (*in sweater*) demonstrating the proper method of shaking hands with a likely prospect.

RUSSEE... *John Smith*.....  
*Kohr* IS ASSIGNED TO PICK HIM UP  
 WHERE... *1429 South Third St.*.....  
 WHEN... *Tues. Lunch*.....  
 SHOW RUSSEE OVER THE HOUSE, INTRODUCE HIM TO ALL THE BOYS, LOOK AT THE SCRAPBOOK, PLAY TABLE TENNIS, etc. BE SURE TO ARRANGE WHERE TO PICK HIM UP FOR HIS NEXT DATE WITH US AND RECORD TIME AND PLACE BELOW  
*Get more dates!*  
 TIME.....  
 PLACE.....  
 BE RESPONSIBLE FOR THIS BOY  
 REMARKS. *Prepare him for bidding on Wed night*.....  
*Not the friends*.....  
 ASK RUSSEE TO DROP IN ON US DURING FREE HOURS

RUSHER KOHR'S INSTRUCTION SHEET.



Mr. <i>John Smith</i>	Home Address <i>Gray, Ohio</i>	Time <i>When to Pick You Up</i>
Accepts the dates checked below to be entertained and will be at the chapter house at these times:		
Monday, Sept. 26	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Tuesday, Sept. 27	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Wednesday, Sept. 28	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Thursday, Sept. 29	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Friday, Sept. 30	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Saturday, Oct. 1	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>
Sunday, Oct. 2	Dinner	<input checked="" type="checkbox"/>
	Afternoon and Evening	<input type="checkbox"/>
Monday, Oct. 3	Luncheon	<input checked="" type="checkbox"/>
	Dinner and Evening	<input type="checkbox"/>

Address where I may be located during Freshman Week *1429 S. Third St.*  
 Date of arrival on campus *Mon.*

RETURN THIS PART OF CARD to us immediately for our files, so we may know when you will be our guest.

RUSSEE SMITH'S DATE CARD

## The basic principles of rushing a Freshman



**Dope sheets** on the wall of Tau Kappa's office list background, "financial condition" and high-school record of all the rushees, with separate columns for the dates when he should be rushed.



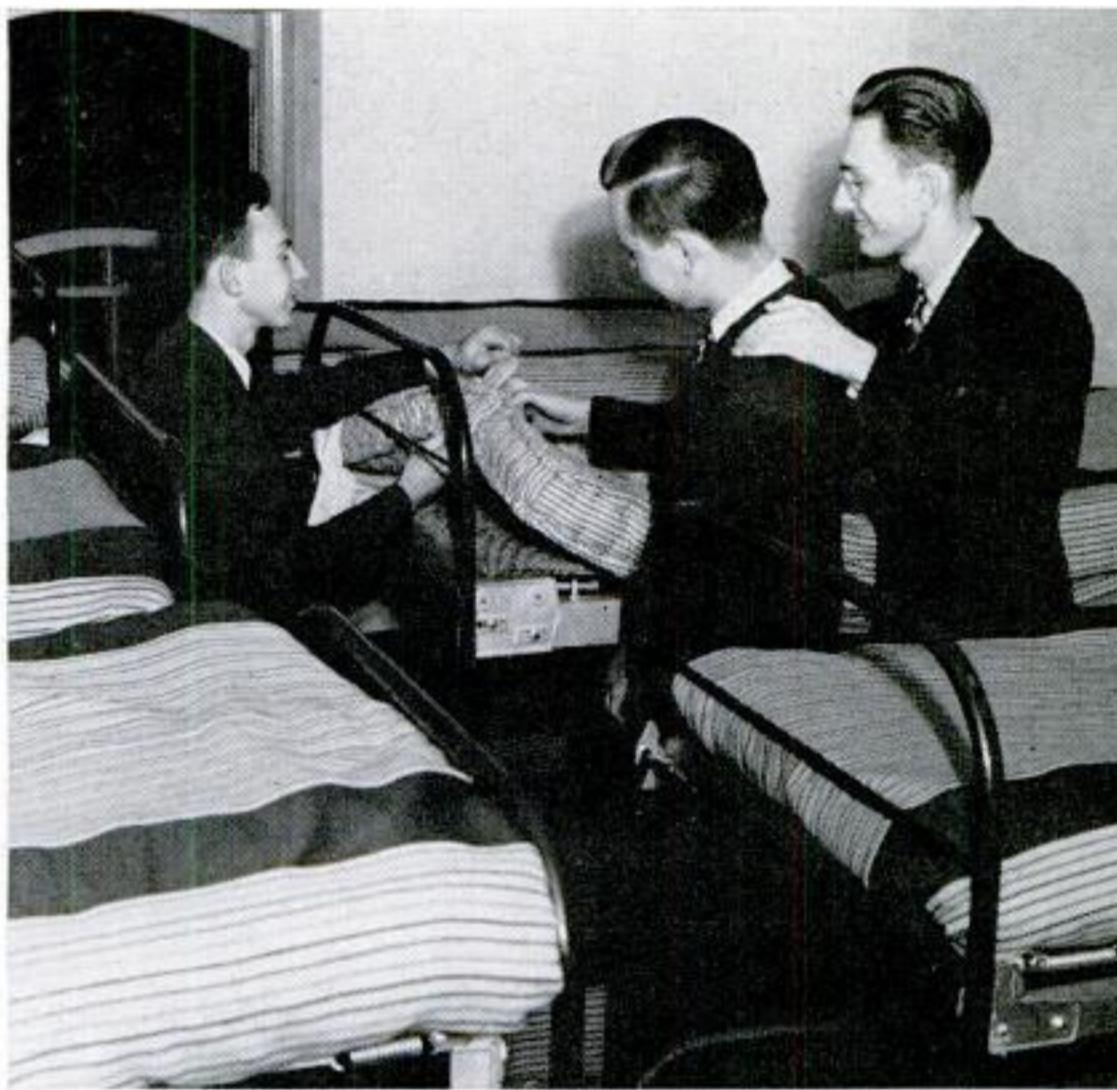
**Varsity sweaters**, frequently borrowed from team men, help impress rushee (in dark suit) with importance of Tau Kappa Epsilon while he is being shown sights of the campus. A free dinner will follow.



**The trophy room** at Phi Gamma Delta is impressive to rushees. A varsity sweater, a row of cups and an upperclassman reading *Fortune* are supposed to suggest swank.



**The "Esquire Room,"** also at Phi Gamma Delta, is an attraction for rushees of other tastes. Cartoons, photographs, covers, advertisements, all from *Esquire*, paper the walls and ceiling.



**The softest mattresses** in Ohio State are a particular boast of Kappa Sigma and an effective argument with many Freshmen. Other fraternities boast the size of their icebox, the abundance of beer.



**The fattest pillars** on the campus is still another reason why bored rushee (left) should pledge for Kappa Sigma. Upperclassman in hat is snickering at the whole idea.



**Pretty girls** borrowed from campus sororities, and lots of free Coca-Cola, will sometimes turn the trick when nothing else will. Hard liquor is also available for those hard to convince.



**Lots of singing** is one of the rules for successful fraternity rushing, a fact constantly stressed by veteran pledge-getters. This beery quintet from Tau Kappa Epsilon is rendering "Buckeye Battle Cry."



**The last act** takes place in the "Hot Box," a small room where active members light the rushee's cigarettes, feed him pep talks, sign him up and pin a pledge button on his coat.

CONTINUED ON NEXT PAGE

## Super Grain KAYWOODIE

\$5



## This Doesn't Happen Often

The beautiful graining of this Kaywoodie pipe is what our briar-men call Super-Grain for want of a better name. Notice how the grain runs in uniform, parallel lines over most, but not all, of the surface. Notice how fine the lines are — All this

tells you it's a remarkably good piece of briar. Tells that it came from a big, mature briar burl. Such pipes are rare. The good-looking wide band doesn't add anything to the smoking qualities of course — but it does put a certain look in your eye as you stride along smoking this new Kaywoodie pipe. Take a five dollar bill in hand, and get one now at your dealer's.

*Shape pictured: No. 04 (Billiard), slightly less than actual size. For a better view of this beautiful pipe, turn the magazine sideways. In a beautiful Kaywoodie finish, "Miami Brown."*

Flame Grain Briar \$10, Meerschaum \$15  
Matched-Grain Sets \$100 to \$1,000.

*On request: Pipe-Smoker's Almanac  
... interesting things about pipes.*

KAYWOODIE COMPANY  
Rockefeller Center, NEW YORK and LONDON



SUPER-GRAIN

## Life Goes to Rush Week (continued)



A high spot in Ohio State's Rush Week was TKE's "Hard Times" Party. Rushees who knew no girls were provided with blind dates. Guests dressed in rags and entered the building through the back of an old privy, which replaced the front door.



Newcomers were christened with soft drinks, poured from the top of the stairs by "Greeks" and their dates, attired in old trousers and shirts. There was general dancing and a supper of apples and doughnuts was served later in the evening.



The "Wrestling Room" is TKE's name for this snuggery shown in LIFE last week. It was a popular spot at the "Hard Times" Party. Except for Rush Week, when anything goes to impress Freshmen, necking is discouraged in fraternity houses.

## Falling Hair

Dandruff - Itching Scalp - Patchy Baldness?

Glover's Mange Medicine and systematic massage WAKES UP your scalp; activates the blood vessels and tissues. Its tonic-like effect makes your scalp glow and feel delightfully refreshed. Helps check excessive Falling Hair; aids new hair growth in Patchy Baldness; relieves Dandruff and Itching Scalp.

IMPORTANT! Shampoo at home with Glover's Medicated Soap. Cleanses and removes the Medicine's clean pine tar odor.

Your Drug-gist sells both. Ask your Barber about the value of Glover's Mange Medicine Treatment. He knows!

**GLOVER'S MANGE MEDICINE**

**AVOID ACCIDENTS WITH**

**YANKEE TURN-MASTER**

PASSENGER CAR DIRECTIONAL SIGNALS



Turn-Master Switch fits any steering post

**TURN SAFELY—RIGHT OR LEFT**

Eliminate guesswork on turns! Give this bright, clear signal, with high visibility in sunlight as well as at night. Fits every make car; no holes to drill for mounting.

Ask for YANKEE TURN-MASTER Directional Signals for YOUR passenger car:

#951: 1-Lamp (rear) Set complete... \$7.00

#952: 2-Lamp (front, rear) Set c'mpl'te 10.00

If your dealer does not have them, write YANKEE METAL PRODUCTS CORP., Norwalk, Conn.

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Fiery itching relieved and skin quickly soothed with bland active

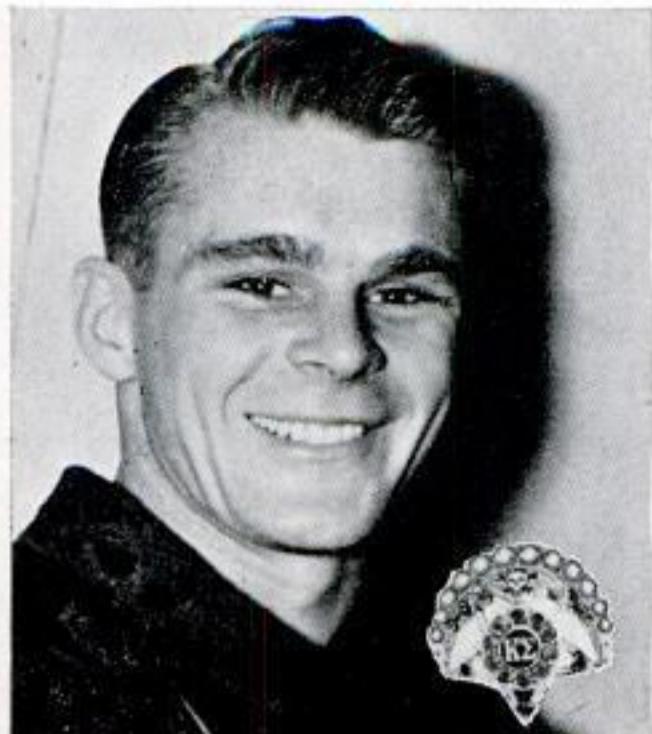
**RESINOL**

Enjoy your trip  
**Mothersills**

SEASICK REMEDY  
Makes "Deck Activities" Enjoyable  
And Tea a Welcome Event



## These Freshmen were pledged during Rush Week



**Cliff Heffelfinger**, Kappa Sigma, is a nephew of America's greatest football player, "Pudge" Heffelfinger, Yale, '91.



**John Hallbrin**, Sigma Chi, was on the All Ohio High-School Football Team, and has a part-time job in Columbus.



**Harold Rudolph**, Delta Tau Delta, a Cincinnati florist's son, is studying horticulture and trying out for Freshman Polo.



**Bill Riggs**, Tau Kappa Epsilon, an ardent jitterbug, signed and received pledge button after party on the opposite page.



**Tom Kinkade**, Sigma Chi, was "All Ohio" in high-school football and basketball, and will play both at college this year.



**Charles Kientzle**, Phi Gamma Delta, a national honor student in high school, is almost surely bound for Phi Beta Kappa.



**Kenneth Flanders**, Tau Kappa Epsilon, engineering student, is president of the pledge class and a model airplane builder.



**Max Heck**, Kappa Sigma, cannot play football this season because of injuries sustained in a recent automobile accident.

# STOP WINTER SQUEAKS BEFORE THEY START!



## MOBILGREASE GIVES MILLIONS QUIETER CARS!

RIGHT NOW'S THE TIME to make sure of a quiet, easy-steering, smooth-riding car this winter!

Get *Mobilgrease* today! Snow and slush can't wash it out. Jolts can't pound it out. This tough, waterproof grease protects cars better...*keeps them protected longer!* Millions know this. That's why *Mobilgrease* sales are showing such increases. See your *Mobil* dealer!



**IF MILLIONS USE  
MOBILGREASE  
IT'S CERTAINLY  
WORTH A TRIAL!**

**Mobil** *SOCONY-VACUUM*  
**Lubrication**  
*COSTS NO MORE THAN AN ORDINARY GREASE JOB*

**"G-E FLASH BULBS  
ASSURE HIGHEST  
QUALITY FOR FAST  
ACTION PHOTOGRAPHY"**

SAYS  
**GEORGE KARGER**  
Staff Photographer  
Pix Publishing, Inc.



Action shot by Karger, of Martha Wilbert and Polly Juon, Radio City Music Hall Corps de Ballet

**Here's why they'll help you  
get clearer shots**

**1. EASY TO USE.** Flash! and you've got the picture... just like a news expert... even if you have only a simple, inexpensive camera.

**2. PLENTY OF LIGHT** for clearer pictures. G-E MAZDA Photoflood lamps are like a package of sunlight for your camera. For that once-in-a-lifetime shot, here's the lamp to use! Grand for color, too! Each lamp gets one good picture. Buy G-E Photoflood lamps where you buy film.

**SYNCHRONIZED SHOTS?** Try G-E's new No. 7 lamp.

**For dozens of shots like these ...**

**G-E PHOTOFLOOD**

These lamps are good for dozens of shots. Their brighter, whiter light makes a great combination with to-



day's high speed films. Good for home movies. To be sure of better pictures, be sure to look for the mark G-E on the photo lamps you buy.



**G-E MAZDA**  
Photoflood lamps  
No. 1 . . . 25¢ list  
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Other sizes to fit  
your needs.

**GENERAL ELECTRIC**  
**MAZDA PHOTO LAMPS**

# PICTURES TO THE EDITORS



"LARGEST GRASSHOPPER IN CAPTIVITY," CLIMBS ONTO MRS. HERSEY'S AUTO

## BIG INSECTS

Sirs:

In 1936 Thomas T. Hersey, who has a farm near Mitchell, had his crops completely wiped out by grasshoppers. He already had mortgages on the place. The grasshoppers just about finished him. But he kept his good nature and soon had grasshoppers working for him.

He made the monster shown in the pic-

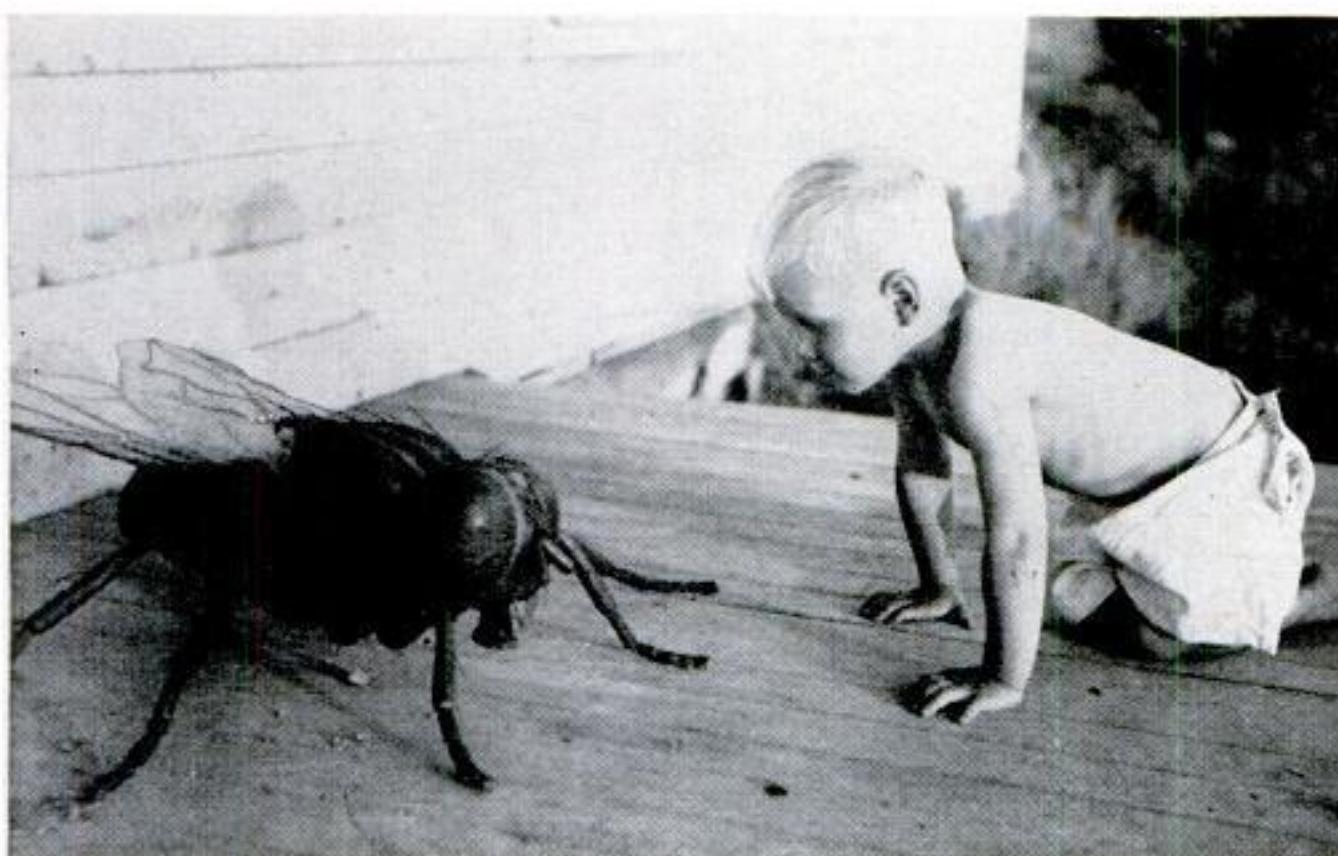
ture (above) and put him on exhibit in a small enclosure on the midway during Corn Palace Week. With proceeds from admissions and ultimate sale of the grasshopper he cleared enough to buy two cows and put his seeds in the ground for the next season.

He made the other bugs this summer and has contracted to sell them for \$175.00.

J. W. BRYANT  
Mitchell, S. Dak.



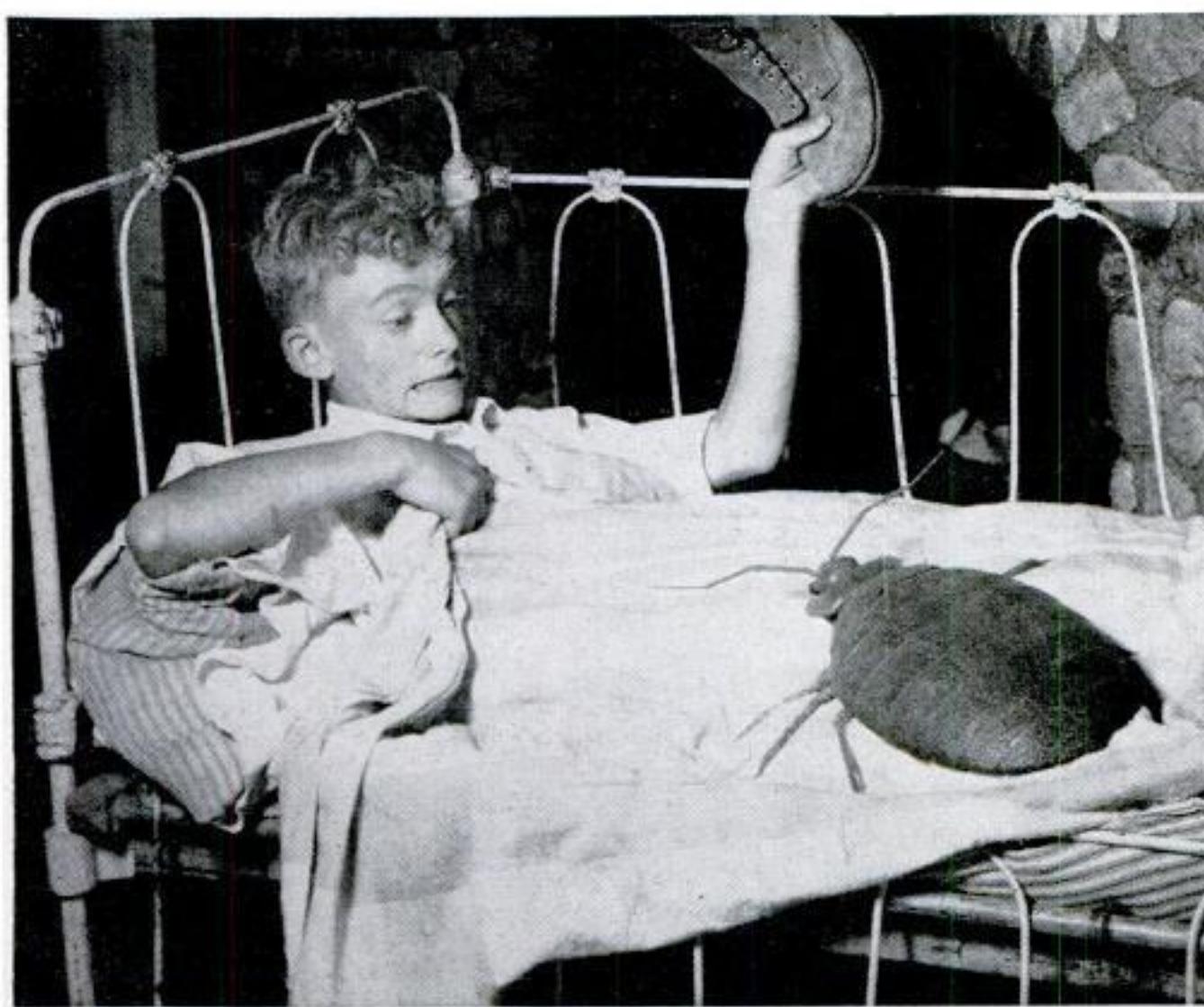
FARMER HERSEY'S SONS BRING HOME BIG GAME, A HUGE BLACK-WIDOW SPIDER



YOUNGEST HERSEY, UNSCARED BY BIG INSECTS, EXAMINES GIANT HOUSEFLY



MR. HERSEY (RIGHT) "CAPTURES" AND TIES UP A GIANT GRASSHOPPER



CIMEX LECTULARIUS, OR COMMON BED-BUG, EVOKE MOCK HORROR

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## HOUSEWIVES STAGE SIT-DOWN STRIKE

Thousands of housewives, with aching backs and weary feet, are rebelling against old-fashioned, standing-up ironing methods. With Armstrong Porta-Lectric, the new, low-cost *portable* ironer, they can banish ironing day drudgery forever.



### SIT DOWN ANYWHERE TO EASY IRONING

Now you can iron the modern way—comfortably, coolly, *perfectly*. Armstrong Porta-Lectric weighs only 26 pounds, yet is a *complete* ironer designed specially for use in the home or apartment. Pick it up... use it anywhere... on your bridge table if you like. Store in a small space—on cabinet or cupboard shelf.

**Armstrong  
PORTA-LECTRIC IRONER**



### NEW 26 Lb. PORTABLE IRONER

Porta-Lectric irons everything perfectly—heaviest pieces, delicate fabrics, fanciest curtains. And it's *easy* to use. Snap a switch... a slight touch of the convenient elbow-control starts and stops the ironer... both hands are free to guide the clothes. Ironing is done in *half* the time! Send coupon for descriptive folder and name of nearest dealer.

**NOTE TO DEALERS:** Armstrong Porta-Lectric is America's fastest moving electric ironer. Unlimited opportunities during Christmas holiday season. Write for details.

Armstrong Products Corp., Dept. L118  
Huntington, W. Va.

Gentlemen: Send your descriptive folder on the Porta-Lectric Ironer; also name of nearest Armstrong dealer where I can see a demonstration.

Name \_\_\_\_\_  
Address \_\_\_\_\_

**SAVE while you SERVE  
THESE FINE LIQUEURS**



NUYENS after dinner liqueurs are now made in the United States with the same distinctive process and formula as have been employed in Bordeaux for 130 years. Be wise. Say NUYENS for fine liqueurs at "duty free" prices!

**NUYENS**  
(Pronounced NOO-YENS)  
**FAMOUS LIQUEURS**  
Canada Dry Ginger Ale, Inc.,  
New York, N. Y.; Sole Distributor



**Every Highway  
a way to High Adventure**

THE seven thousand miles of highways in Tennessee offer an invitation to explore and an opportunity for adventure. Highways that lead through a state rich in romance and history with a scenic background unsurpassed in America. It's a land of contrasts where most modern conditions exist beside remnants of a picturesque past—and over all a charm of manner and a graciousness that is distinctly Southern.

Send now for profusely illustrated booklets of this state of thrills and heart throbs.

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**Scenic State of  
TENNESSEE**



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OVER 1000 FACTS ON SCORES OF SUBJECTS!

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Thousand-Fact Reference and DAILY MEMO-DIARY

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Two Kinds:  
Washable  
and  
Permanent



# Parker Quink

Made by The Parker Pen Co.



## Pure as Winter Air

Insure quick smooth starting, perfect lubrication, carefree-driving this Winter. Go to your favorite dealer and change to Acid-Free Quaker State Winter Oil before the first cold snap. Quaker State's low cold test will relieve you of cold-weather starting troubles. Its purity will free you from worry about sludge, carbon or corrosion. So, to be care-free, make Quaker State your choice. Quaker State Oil Refining Corp., Oil City, Pa.



Retail price  
35¢ per quart



## LETTERS TO THE EDITORS (continued)

Sirs:

Herewith a protest to your selection of "best passer." My nomination? Wilmethe Sidat-Singh, who completed seven out of eight passes in the last quarter of the Cornell-Syracuse game.

WILLIAM M. HAMILTON

Syracuse University  
Syracuse, N. Y.

• LIFE, in common with most experts, still rates Luckman No. 1 but gladly grants that both Lube and Sidat-Singh are close rivals. Wilmethe Sidat-Singh is an American Negro from The Bronx, who gets his name from his foster father, a Hindu from Trinidad.—ED.

Twisting Jordan

Sirs:

I was very interested in the strange river formations photographed by Eastern Airlines' Captain Johnson and shown



on pages 6 & 7 of your Oct. 24 issue. You say it took him many months to find the "U," "S," and "A" to spell out "USA."

However, on page 44 of the same issue the River Jordan gives a new twist to the whole affair. Here Captain Johnson could have photographed exactly the same formations in a few minutes.

JOHN C. WHEATLEY

Edinboro, Pa.

Screwball Girl

Sirs:

What an interesting study is the cover picture of Carole Lombard in the Oct. 17 issue of LIFE. So much more interesting from an elderly lady's point of view than a leg study.

And too, a face in repose!

What a relief from the prevailing asinine grin.

MRS. H. L. CLEM

Springdale, Ark.

Sirs:

Why, "A Loud Cheer for the Screwball Girl"? Doesn't she make enough noise without asking for more?

Carole Lombard has the beauty and legs with appeal but when she opens that mouth, hold everything. She could stampede a herd of Montana steers and a howling coyote would crawl in his hole half scared to death.

EDWARD J. SAXTON

Helena, Mont.

Sirs:

I want you to know how very happy you made me with your thoughtful treatment of my life. To the editors of LIFE and Noel F. Busch I am most grateful.

You made one error in identifying Loretta, my friend and hairdresser, as a

maid. Really, Loretta is one of the best hairdressers in the film industry.

CAROLE LOMBARD

Hollywood, Calif.

Republicans

Sirs:

A loud hurrah for LIFE! In these troubled days of depression and war—scare it's a relief to see something in LIFE about the Republicans. Since 1932 their cause & Party have been so dormant no one knew whether they were existent or not.

This is a two-party country. It always has been since its inception. God help us when it ceases to be that. The Republican Party needs a little awakening & then it'll come back strong. We need a "new" New Deal from Messrs. Dewey, Barton, Simpson, Saltonstall, James, Vanderbilt et al. May the Republican banners wave next month!

GEORGE LEAHY, Jr.

Boston, Mass.

Sirs:

Why not give the New Dealers and all the rest of us a break? The lives of their candidates are as colorful as the blue-stocking gang shown in the last issue. Brother, I remember Doctors Harding, Coolidge, and Hoover with their "wrecking crews" too well to be fooled again.

S. C. DELLINGER

Fayetteville, Ark.

Sloppy Garbo

Sirs:

I protest the use of the word "sloppy" in regard to Greta Garbo (LIFE, Oct. 17). Although her skirt is a mite too short and the sight of such sturdy Swedish legs in heavy ribbed lisle stockings is something of a shock, I still believe the lady is very neatly if unglamorously dressed.

VIRGINIA WILHELMSON

San Francisco, Calif.

• Greta Garbo's appearance was such that her own company, Metro-Goldwyn-Mayer, took the trouble to have newsreels of her arrival suppressed.—ED.



SAVE FUEL...  
BE COMFORTABLE

New Sentry Stop-a-Draft stops all under-door drafts in your home. Works up and down, automatically, as door opens and closes. No rub or wear. Increases your comfort...guards health...pays for itself in fuel saved. Installed in a jiffy with screw driver. Made in ivory, walnut, mahogany, satin brass finishes. Only \$1.50 to \$2.00. Ask for the Sentry at your retailer's or write us for free interesting folder. Raysteel Specialties, Inc., 452 Terminal Tower, Cleveland, O.

SENTRY  
Stop-a-Draft

THE LIFE OF ANY PARTY...

# This Gorgeous Chocolate Holiday Cake

THAT'S WHY WE CALL IT "THE YAM"!



## It's a brand-new recipe . . . rich with raisins, almonds, orange and superb chocolate flavor!

EVERYTHING about it says "Holi-day Cake"!

That deep, swirly frosting is almond flavored . . . the filling is luscious with chopped almonds and raisins, perked up with orange juice.

And the cake itself . . . well, words alone cannot do justice to its melting tenderness, its rich "chocolaty" flavor, its velvety texture that stays moist and fresh for days!

But *please!* Be sure to

follow this recipe *exactly*—using Baker's Chocolate! For the richness of Baker's gives superb flavor and color . . . luscious texture . . . to everything in which it is used. It makes you exclaim, "Um-m! *Real* chocolate!"

Discriminating housewives everywhere say it is thrifty to use Baker's Chocolate because you can depend on Baker's to turn the simplest dessert into something "extra nice." So tell your grocer only Baker's Chocolate will do! Baker's Chocolate is a product of General Foods.

★ Did you see Fred Astaire and Ginger Rogers dance "The Yam" in "Carefree"?  
Don't miss their new RKO success, "Life of the Castles."

## THEY VOTED FOR BAKER'S "RICH FLAVOR"

**Hundreds of households** recently judged cocoa in a "blind brand test." Baker's Cocoa was the easy favorite. Fifty per cent more women voted for Baker's. In hot and cold drinks, in every recipe calling for cocoa, they found Baker's "so fine flavored . . . so rich . . . so smooth." This agrees with the judgment of generations of housewives with whom the deliciousness of Baker's has been famous since 1780.

Copyright, General Foods Corp., 1938

Here's how to make "THE YAM"

## Chocolate Holiday Cake

(5 eggs)

2½ cups sifted Swans Down Cake Flour	2 cups sugar
1 teaspoon soda	5 eggs, well beaten
¼ teaspoon salt	3 squares Baker's Unsweetened Chocolate, melted
1 cup butter or other shortening	1 cup sour milk or buttermilk
	2 teaspoons vanilla

Sift flour once, measure, add soda and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs and beat well, then chocolate and blend. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Bake in three greased 9-inch layer pans in moderate oven (350° F.) 25 minutes, or until done. Spread Raisin Almond Filling between layers and Almond Seven Minute Frosting on top and sides of cake. Decorate top of cake with cluster raisins and toasted almonds.

### RAISIN ALMOND FILLING

Combine ½ cup sugar, 3 tablespoons Swans Down Cake Flour, and 1 tablespoon grated orange rind. Add ½ cup orange juice, ¼ cup water, and 2 cups seeded raisins, ground, and cook gently 5 minutes, or until thickened, stirring constantly. Add ½ cup almonds, blanched, toasted, and chopped, and cool to lukewarm. Makes enough filling to spread between three 9-inch layers.

### ALMOND SEVEN MINUTE FROSTING

Combine 2 unbeaten egg whites, 1½ cups sugar, 5 tablespoons water, and 1½ teaspoons light corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from boiling water; add ½ teaspoon almond extract and ¼ teaspoon vanilla and beat until thick enough to spread. Makes enough frosting to cover top and sides of three 9-inch layers.

(All measurements are level.)



LM 11-7-38

NEW, DIFFERENT CHOCOLATE CAKE AND DESSERT RECIPES!



Free!

Chocolate Peppermint Cake! Chocolate Cream Pie! A new kind of Devil's Food! These and eleven other gorgeous cake, pudding, candy and beverage recipes (illustrated in full color) yours free! Just mail this coupon—today!—to:

GENERAL FOODS, BATTLE CREEK, MICHIGAN

Your name \_\_\_\_\_

Street \_\_\_\_\_

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(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires May 1, 1939)

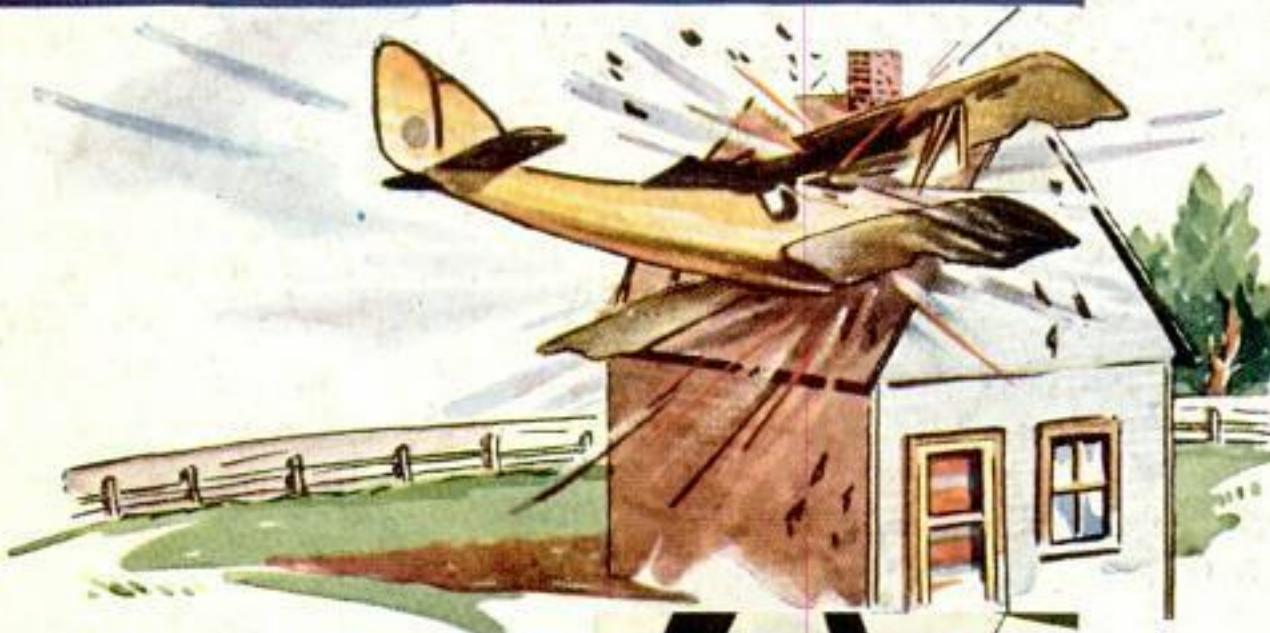
# IT'S A *THRILLING LIFE!*

Folks who risk their lives as a matter of course are careful in their choice of a cigarette. They say:

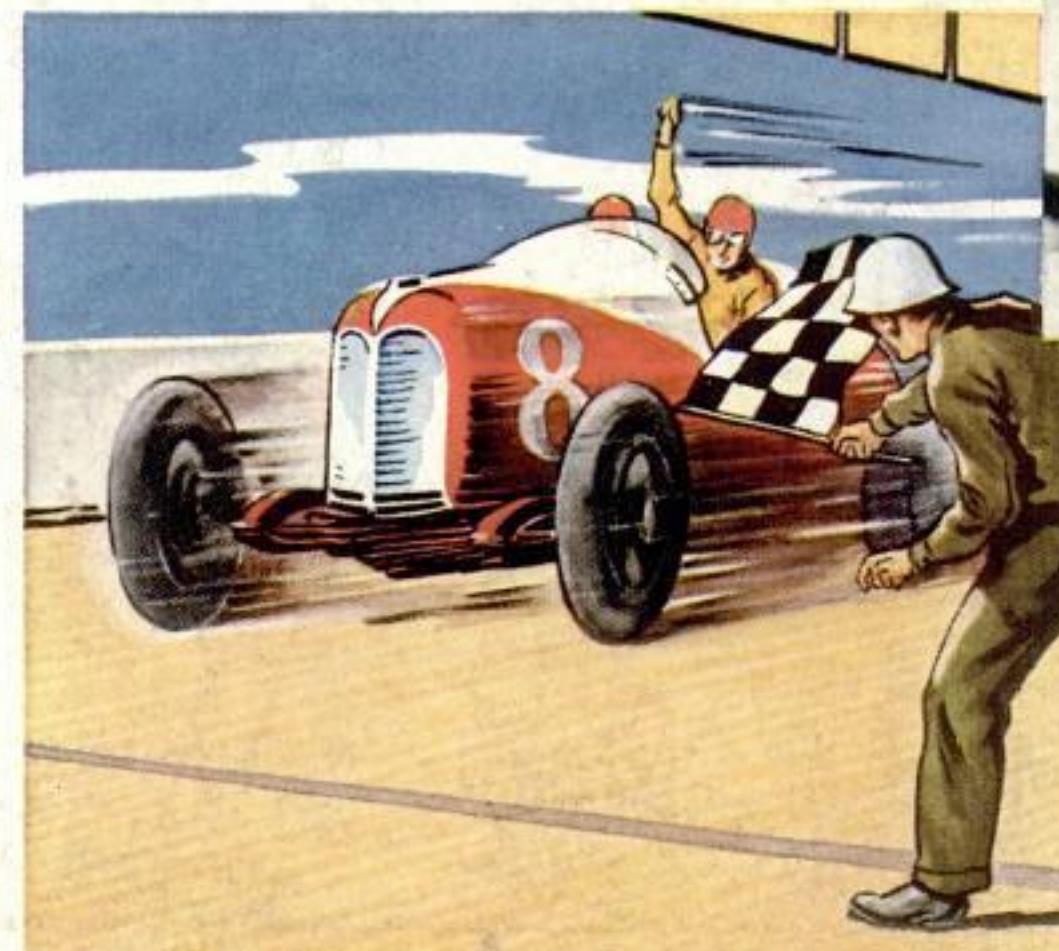
**"CAMELS NEVER GET ON YOUR NERVES"**



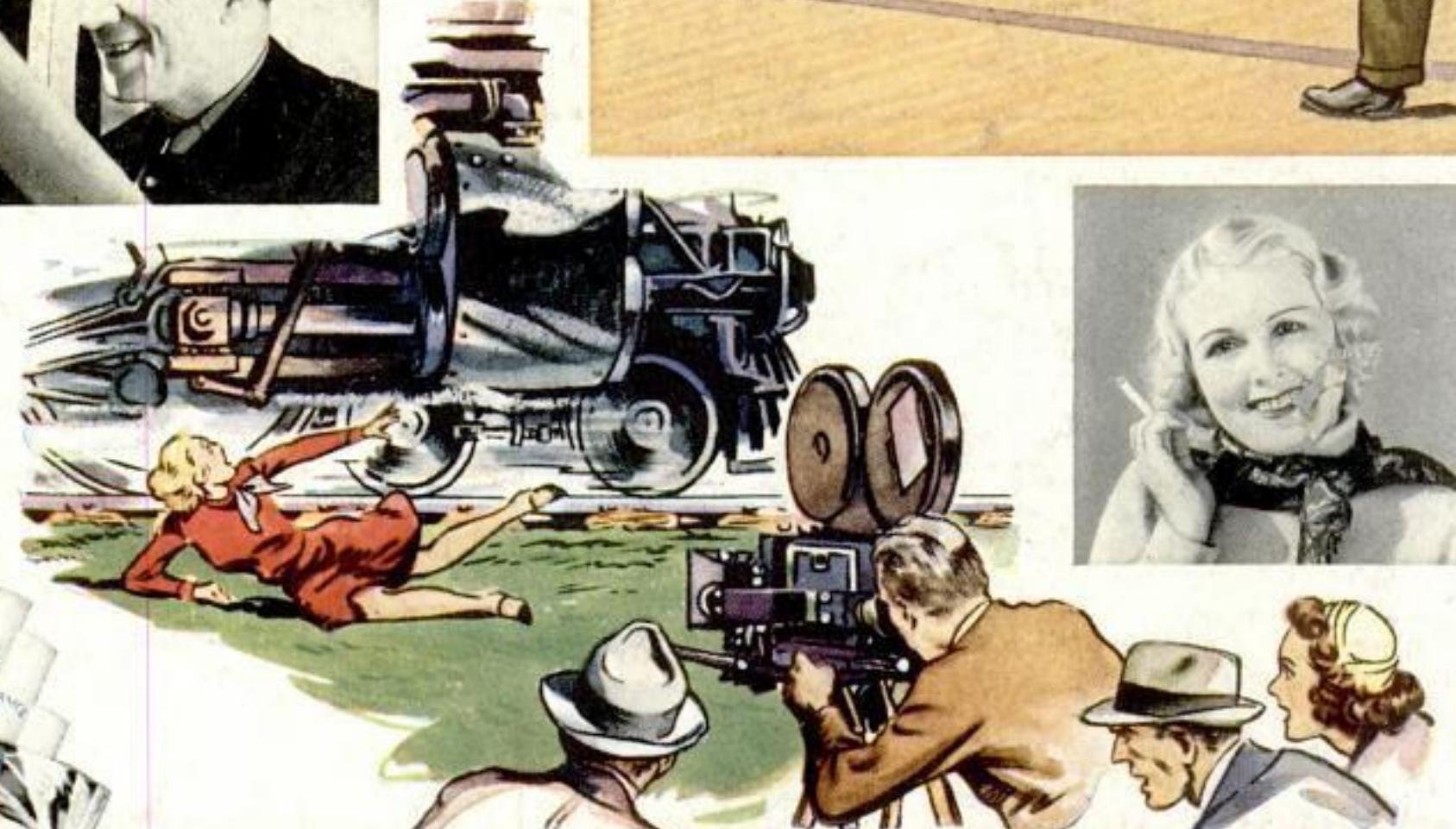
MAN THROWS LION! Mel Koontz, noted lion and tiger tamer, schools "big cats" for Hollywood films. Sketch (left) shows Mel meeting the lunge of a savage 450-pound beast. That's where nerve-power tells—as Mel *knows!* He says this: "Camels don't jangle my nerves—my mind is at rest as to that! Camels are milder. They have the real natural mildness that's grown right in the tobacco. We animal tamers stick pretty well to Camels!"



(Right) CRASHING A PLANE through a house is the spectacular specialty of Stunt Pilot Frank Frakes. And, at this writing, he's done it 53 times—on movie locations, at exhibitions. Time after time, with his life actually in his hands, it's easy to understand why Pilot Frakes says: "I take every precaution to keep my nerves steady as a rock. Naturally, I'm particular about the cigarette I smoke. And you can bet my choice is Camel. I can smoke as many as I want and feel fresh—never a bit jittery or upset."



(Above) THREE TIMES Lou Meyer won the Indianapolis auto-racing classic—only driver in history to achieve this amazing triple-test of nerve control. He says: "My nerves must be every bit as sound as the motor in my racer. That's why I go for Camels. They never get on my nerves a bit. Camels take first place with me for *mildness!*"



(Left) THRILLING STUNTS for the movies! Ione Reed needs healthy nerves! Naturally, Miss Reed chooses her cigarette with care. "My nerves," she says, "must be right—and no mistake! So I stick to Camels. Even smoking Camels steadily doesn't bother my nerves. In fact, Camels give me a grand sense of comfort. And they taste so good! Stunt men and women I know favor Camels."

Camels are a matchless blend of finer, **MORE EXPENSIVE** TOBACCOES—Turkish and Domestic



Copyright, 1938  
R. J. Reynolds Tob. Co.  
Winston-Salem, N. C.

Meet these men who live with tobacco from planting to marketing—and note the cigarette they smoke

PEOPLE DO APPRECIATE THE **COSTLIER TOBACCOES** IN CAMELS

THEY ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA



"Most tobacco planters I know prefer Camels," says grower Tony Strickland, "because Camel buys the fine grades of tobacco—my own and those of other growers. And Camel bids high to get these finer lots. It's Camels for me!"



Planter David E. Wells knows every phase of tobacco culture...the "inside" story of tobacco quality. "At sale after sale," he says, "Camel buys up my finest grades at top prices. It's only natural for most planters like me to smoke Camels."



"I ought to know finer tobaccos make finer cigarettes," says grower John T. Caraway. "I've been smoking Camels for 23 years. Camel buyers pay more to get my finest tobacco—many's the year. Camels are the big favorite with planters down here."